

7TH TIER

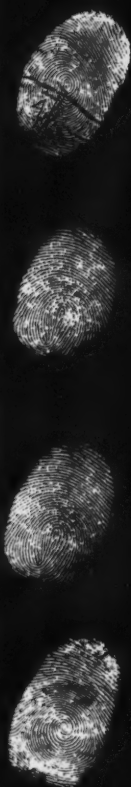
MODERN PACKAGING



APRIL 1933

Package Identification

AT A GLANCE..



Instantaneous Recognition is one of the primary aims of well-conceived packaging. Striking individuality — neither extremely subdued, nor excessively loud — is an attribute which obtains ready recognition and consumer acceptance. Distinctive package character has catapulted many a product to unprecedented sales records.

Executives who realize the full importance of the package as a merchandising factor, entrust its design and manufacture only to an organization which has specialized skill and facilities. — To an organization which, like Brooks & Porter, has achieved wide prominence for creating and manufacturing numerous package identities familiar to all.

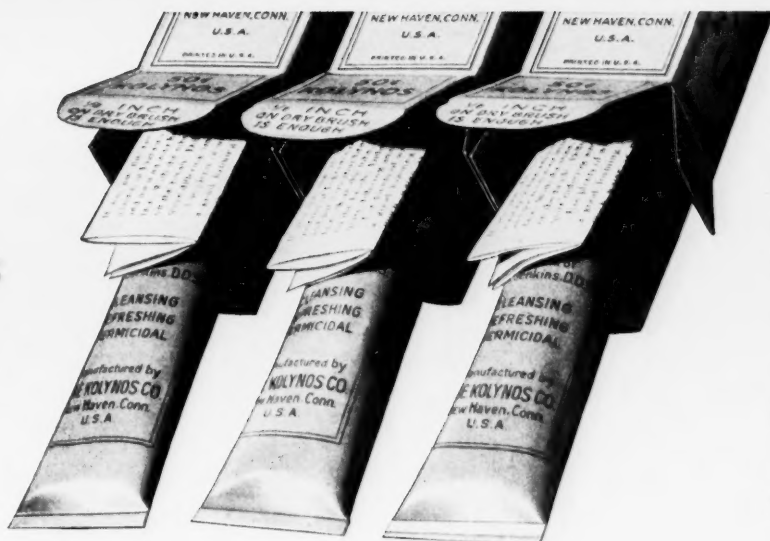
BROOKS & PORTER
INCORPORATED

**CREATIVE PACKAGING • PRINTED AND LITHOGRAPHED
304 HUDSON STREET**

NEW YORK

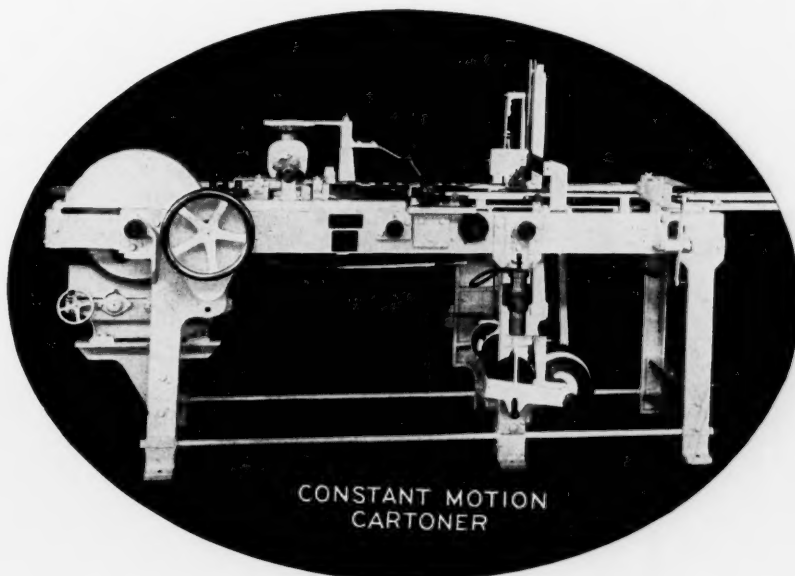
WALKER 5-9494

**INSERTING
THREE
KOLYNOS
DENTIFRICE
TUBES
SIMULTAN-
EOUSLY
ON
THE**



**Tubes
have
thrice
the
time
entering
the cartons
as when
inserted singly**

CONSTANT MOTION CARTONER



Multiple loading makes 150 to 180 packages per minute possible at reasonable speed and without risk of injuring carton or contents.

The Constant Motion Cartoner infallibly discards an empty carton. Its silent and vibrationless operation insures it a long productive life.

Let us send you full particulars so that you can consider the availability of the CONSTANT MOTION CARTONER in your plant from every angle.

R. A. JONES & COMPANY, INC.

**P. O. BOX 485
CINCINNATI, OHIO**

APRIL, 1933

I

APRIL,
VOLUME 6

1933
NUMBER 8

CHARLES A. BRESKIN—General Manager. D. E. A. CHARLTON—Editor.
LAWRENCE LEY and PERRY H. BACKSTROM—Eastern Advertising Repre-
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MODERN PACKAGING

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The May issue will feature paper boxes and decorative paper coverings, pointing out trends and activities in that group as applied to packaging. Complementing this number, the Permanent Packaging Exhibition offers the Annual Style Show, devoting its display space during that month to examples of set-up paper boxes, box wrappings and similar materials. The latter institutes the plan of "extended service," now a regular part of "Modern Packaging" activities, further details of which are given on page 56 of this issue.

The decorative wood boxes shown on the front cover of this issue were furnished through the courtesy of the Pilliod Cabinet Company.

Breskin & Charlton Publishing Corporation, 425 Fourth Ave., New York, N. Y. Telephone Ashland 4-0655. Western Office, 221 N. LaSalle St., Room 617, Chicago, Ill. Telephone Randolph 6336. Australian Agents, Technical Journals Ptg. Ltd., 422 Collins St., Melbourne. Subscription \$3.00 per year. Canadian \$6.00. Foreign \$5.00. Single copy 50 cents. Published on the fifteenth of each month. Also publishers of Packaging Catalog.

"HOW QUICKLY CAN REPAIRS BE MADE?"

The Need is Rare But Redington Service is Prompt and Competent

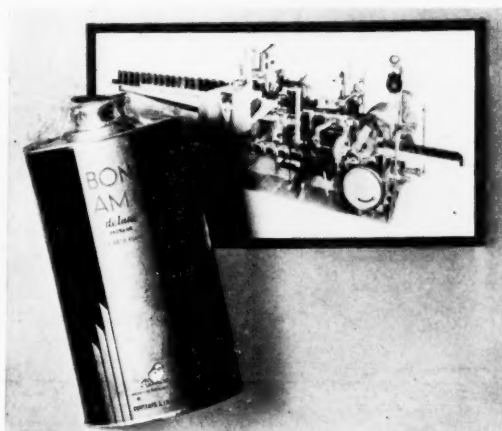
Because painstaking care is taken in their design and construction, Redington Packaging Machines seldom give mechanical trouble or require replacement of parts. But when such emergency occurs, it is important that the repairs be made as quickly as possible to avoid a serious disruption of factory production schedules.

That's why the Redington Engineering Staff has thoroughly experienced service engineers available in centrally located cities in the East and Middle West. On short notice they can be in your plant ready to iron out any difficulties. Then, too, the unusual accessibility of Redingtons speeds up repair work—saves valuable time.

Redington goes a step farther. Every part in every machine is numbered and a descriptive list given the pur-

chaser. A copy is placed in our files. Many of these parts are standard and kept in stock for immediate shipment. Others, especial for your needs, can be turned out quickly.

Keep this in mind when you buy packaging machines. It's another reason why they should be Redingtons.



Bon Ami's de luxe Package

is cellophane wrapped and its seals affixed by this Redington Machine. It turns out thousands of packages daily at the Bon Ami plant in Manchester, Conn.

"If It's Packaging—Try Redington First"

F. B. REDINGTON CO., (Est. 1897) 110-112 So. Sangamon St., Chicago, Ill.

REDINGTON

|| Packaging || || Machines ||



Economical for Packaging - Cartoning - Labeling - Wrapping



Perfect Protection!
The H. J. Heinz Company
has used KVP Waxed
Paper for many years.

NOTHING PROTECTS LIKE WAXED PAPER

Not just how it looks as it leaves your plant—nor how it glistens on your dealers' shelves—but how it tastes on the consumer's table! By that measure, you stand or fall.

There are some startling new developments in food packaging—money saving—product improving. Let us show them to you. They may help you in this corner-turning business.

KALAMAZOO VEGETABLE PARCHMENT COMPANY
PARCHMENT (Kalamazoo County) MICHIGAN

Styling
with Gold?

ARTCOTE — 24 Karats fine!

WHEN you decide to style your package with gold, you do so because you are seeking certain results and you are convinced of the effectiveness of the gold.

A pre-requisite of an effective gold box is a gold paper of quality-appearance, — one that possesses maximum brilliance and lustre. It must also print and fold perfectly and retain its richness and beauty indefinitely.

ARTCOTE Box Papers fully measure up to these requirements. Their superior quality plus a fair price make the first choice of every manufacturer concerned with results.

ARTCOTE PAPERS, Inc.
IRVINGTON, N. J.

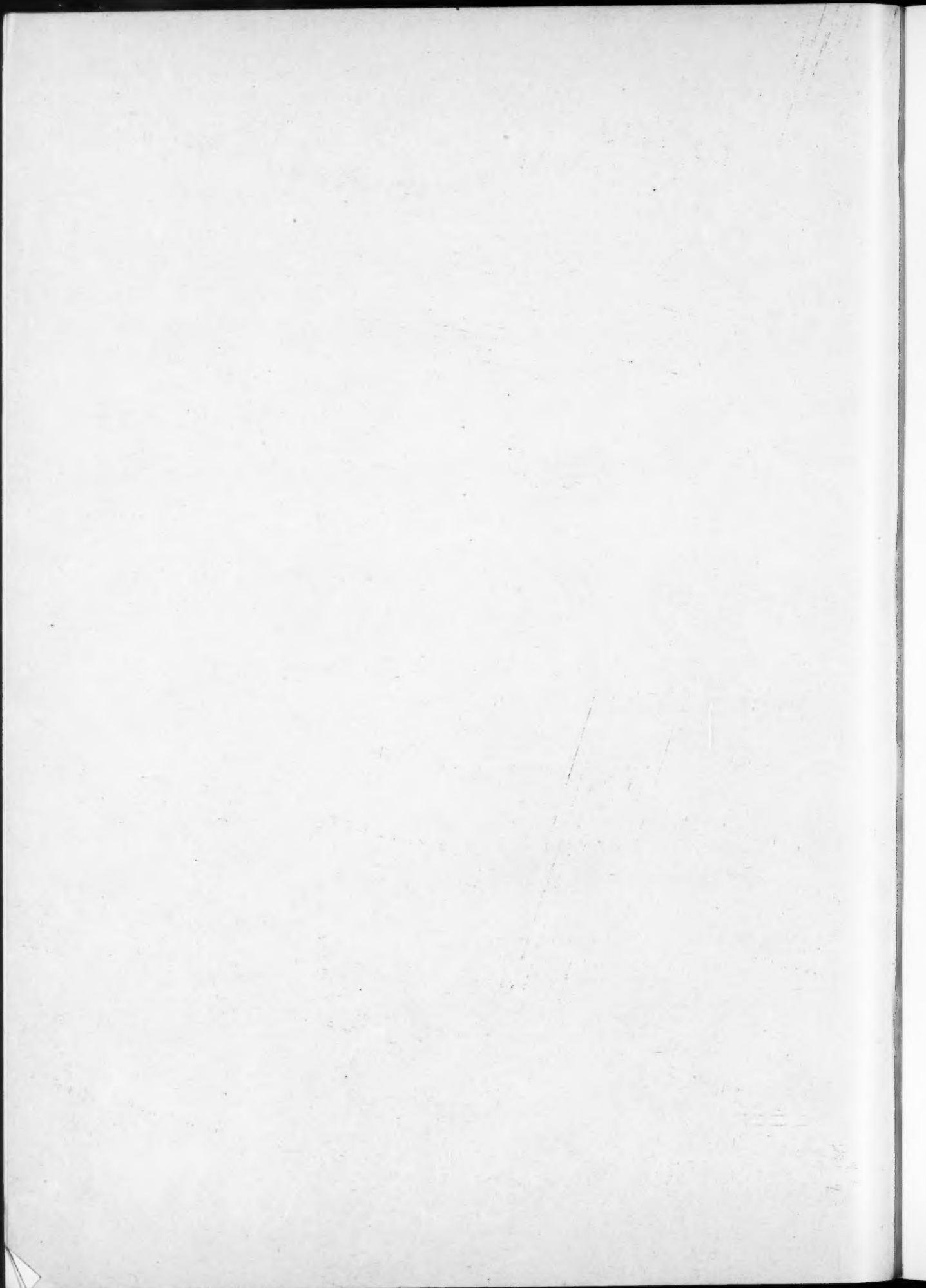


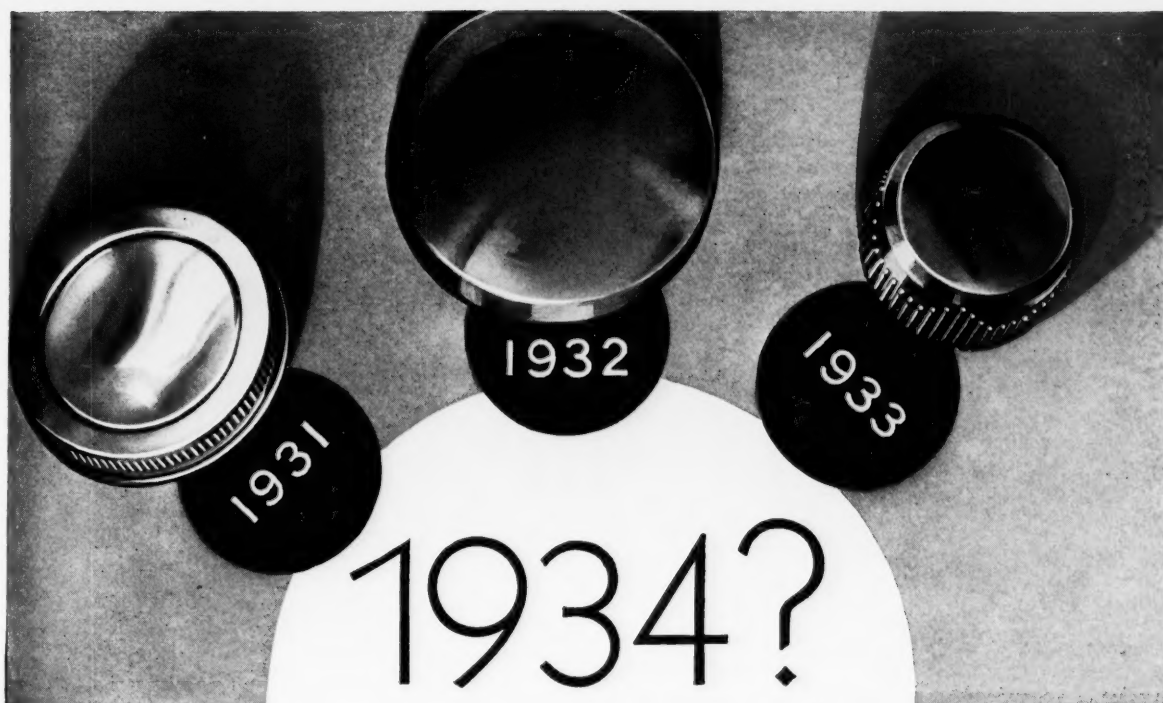
ARTCOTE

still the standard
by which all
gold papers are
measured.

ARTCOTE

This is ARTCOTE
No. 3308 — Complementary Back

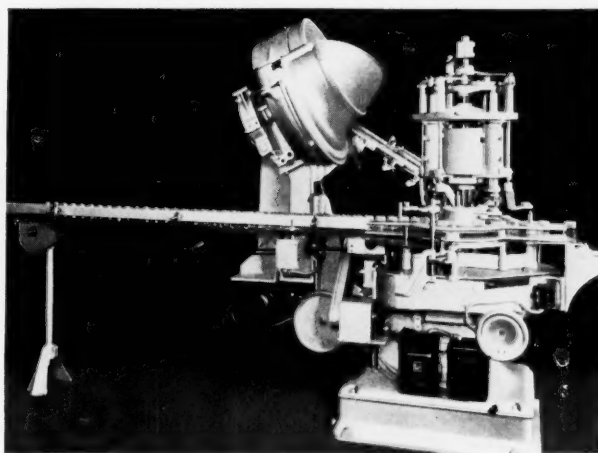




The times demand capping flexibility!

This Pneumatic Screw Capping machine does two things in your plant. It reduces the cost of your capping operations—and it provides for future developments and possible changes in your caps and your containers.

Changes that would ordinarily handicap your production and involve extra cost can be taken in stride with this machine. It handles a wide variety of sizes and shapes of containers and all types of caps.



Shifting from one to another requires only minor adjustments and the minimum of equipment. Its sensitive chuck, an exclusive Pneumatic feature, handles deco-

rated metal and plastic screw caps without marring or breakage and seals them uniformly to any desired tension.

No other capping machine has been designed that offers such all-round versatility and operating economy. Write to us for more complete information.

PNEUMATIC SCALE PACKAGING MACHINERY

Standard Automatic Machine Division
PNEUMATIC SCALE CORPORATION, LTD., 71 NEWPORT AVE.
QUINCY, MASS. (NORFOLK DOWNS STATION)

Branch Offices in New York, 117 Liberty St.; Chicago, 360 North Michigan Ave.;
San Francisco, 320 Market St.; Melbourne, Victoria; Sidney, N. S. W. and
Trafalgar House, No. 12 Whitehall, London, England



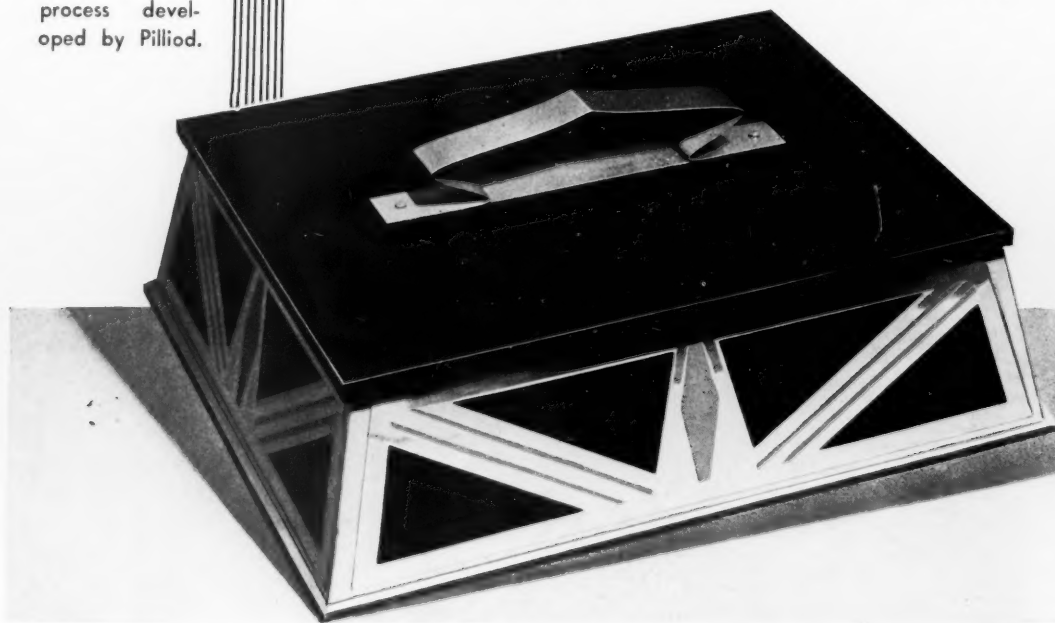
CAST "BEAUTY'S MAGIC SPELL"

PILLIOD ETCHMETAL CONTAINERS

A new method of decorating Metal, combining the lustrous beauty of chromium Metal with smart coloring in modern design. An exclusive process developed by Pilliod.

The flashing brilliance of Pilliod Etchmetal Boxes, strikingly decorated, secures instant and favorable attention for your merchandise. Their distinctive beauty, combined with their re-use value, make for packaging effectiveness.

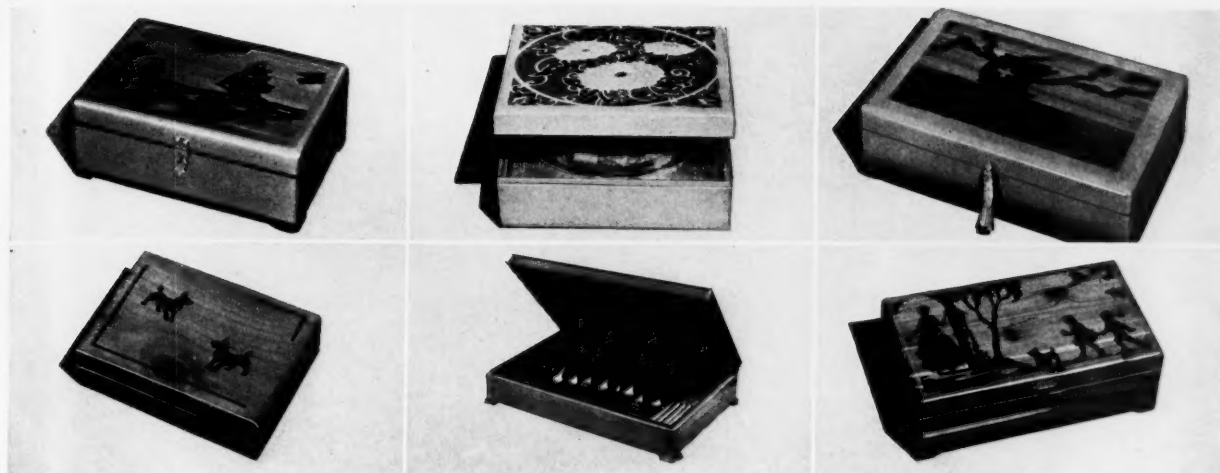
On this page are illustrated a few original designs of Etchmetal and Etchwood merchandising containers that have aided the sale of many well known lines. Etchmetal boxes are covered with CHROMIUM plated or COPPER PLATED sheet metal. CHROMIUM metal is durable, non-tarnishing and retains its silver lustre indefinitely. COPPER in dull or lustrous finish gives that old world touch to a modern box and is in keeping with the present vogue for copper articles.



THE PILLIOD CABINET CO.

NEW YORK, N. Y.: (Suite 1005, 200 5th Ave. Telephone, Gr. 5-6282)

CHICAGO, ILL.:



LL"

OVER YOUR PRODUCT » » » » »

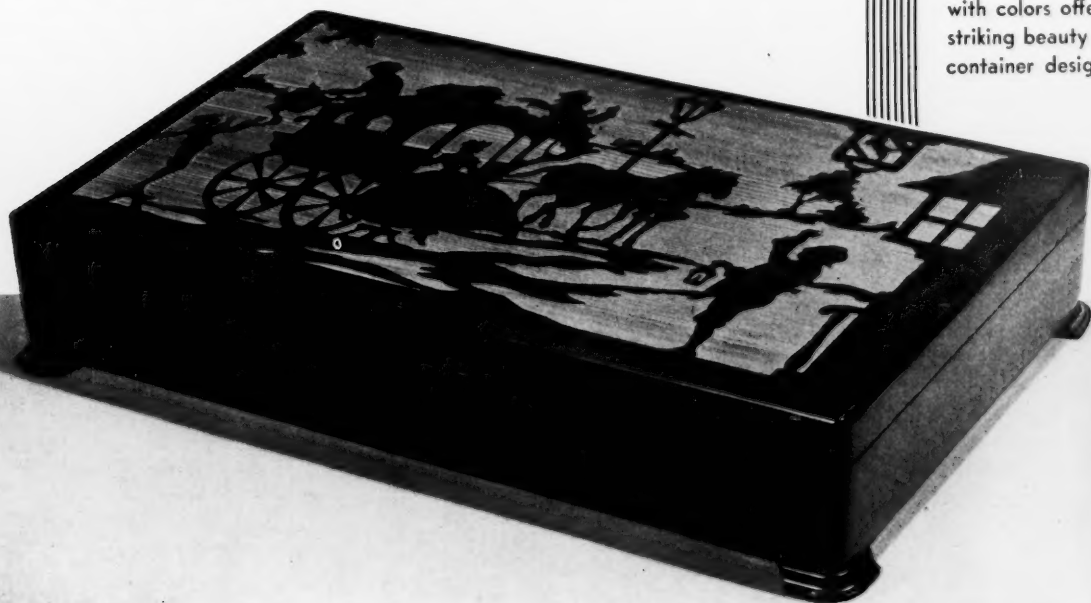
CHROMIUM or COPPER covered or applied boxes will create a new interest in your product with a definite consumer appeal.

Etchwood Boxes are also very different. Designs are carved out of the solid wood tops. The resemblance to expensive hand carved wood is pronounced, yet ETCHWOOD Chests are unusually low in price.

Exceptional production facilities enable us to manufacture these interesting boxes at moderate prices. A Creative and Art Department is available to develop exclusive designs and sizes. Let us work with you. Our representatives will be glad to call and help you with your Packaging and Merchandising problems.

PILLIOD ETCHWOOD CONTAINERS

A new method of treating wood surfaces to emphasize the beauty of the natural grain. This etched or intaglio wood block effect combined with colors offers striking beauty in container design.



CO.
O, ILL.:

SWANTON, OHIO

(Suite 1715, 209 S. State St. Telephone, Harrison 6348)

LOS ANGELES, CAL.: (Suite 307, 742 S. Hill. Telephone, Tucker 4008)



ON the horizon, a faint, dark line. And, for business, how full of promise and hope.

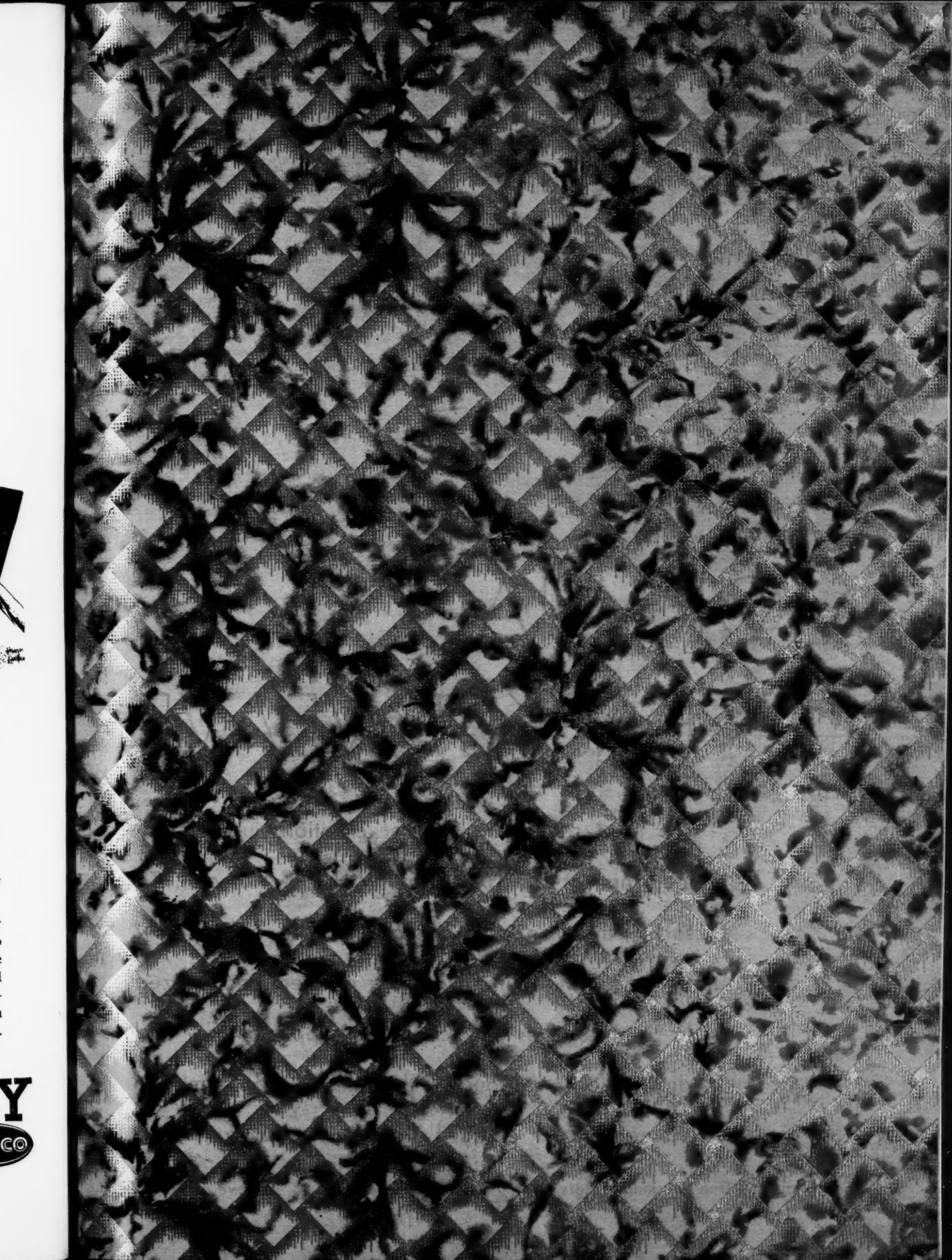
But business will find no easy paradise when it beaches its boat on the shore. Instead, a land of relentless competition, of savage battles for sales. A land where only the fittest products can survive.

Is your product equipped to face this kind of future? You can afford to overlook nothing—the package least of all. For the contest for consumer-favor will more than ever be waged with packages. Not necessarily more expensive packages—but more intelligent packages. Not necessarily cheaper ones—but packages that sell. In your package may lie the greatest opportunity—or greatest weakness—of all.

Few techniques of business have changed as that of packaging has changed. Few have advanced with such rapid, resultful strides. Day by day more practical, more tempting, more convenient, more scientifically correct—the new packages have come in a steady stream. The public has been quick to take the new, discard the old—and demand still more new containers. The product that has not kept up with the new developments cannot keep up in sales.

Is there a package better equipped to sell your product than the one you have had so long? No better place to find out than the Canco office near you. American Can Company designers and engineers are thoroughly versed in modern packaging. It is more than likely they can give you the kind of ideas that reflect themselves in sales.

AMERICAN CAN COMPANY
230 PARK AVENUE • NEW YORK 



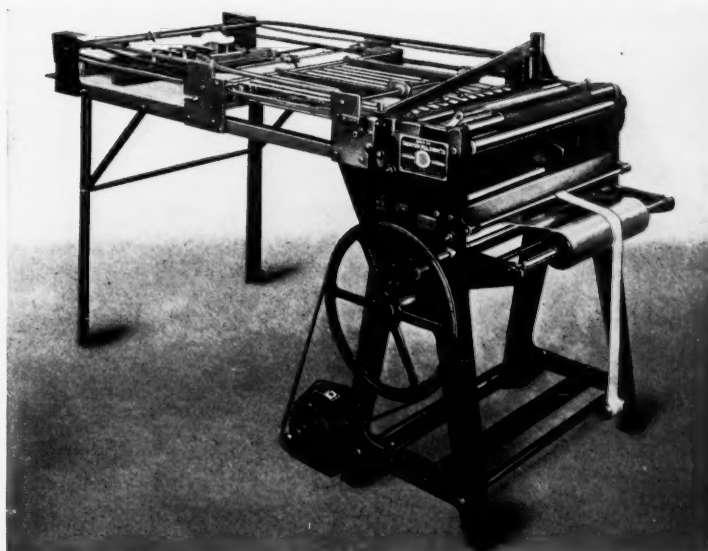
MORAVIAN BASKETWEAVE

The most recent box paper creation, just off the machines at the HAMPDEN MILLS at Holyoke. To satisfy the insatiable demand of the public, new designs are continually being created and utilized in producing an ever changing supply of new and distinctive box papers at the Mills of the - Hampden Glazed Paper & Card Company, Holyoke, Mass.

Send for the free working sheets of Moravian Basketweave ---- in several colors.

To Users of **TRANSPARENT CELLULOSE**

*You can now cut
your transparent
cellulose from
ROLLS of vari-
ous widths into
sheet sizes as
desired with the*



DEXTER AUTOMATIC TRANSPARENT CELLULOSE SHEETING MACHINE

QUICK RETURN OF YOUR INVESTMENT

THROUGH:

Large saving made possible by purchase of stock in rolls.
Stock inventory kept at minimum.

EFFICIENT AND SIMPLE TO OPERATE

Automatically cuts your sheets from rolls up to 24" in width.

Sheets cut in various lengths up to 24".

Running speed 2500 to 3000 sheets per hour.

Adjustments for sheet lengths simple and positive—no guesswork; sheets cut square, clean and uniform.

Sheets delivered singly to stacker after cutting, making separation easy for hand wrapping.

Floor Space — 3 x 6 feet. Operates with $\frac{1}{4}$ H.P. motor, which may be attached to light socket.

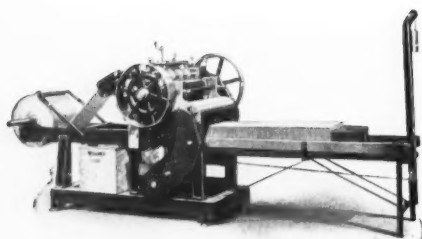
The DEXTER FOLDER COMPANY, builders for 40 years of sheet handling machinery used in the Printing and Bookbinding industries, OFFER THIS MACHINE FOR YOUR CONSIDERATION.

Further information gladly furnished upon request. No obligation to you.

DEXTER FOLDER COMPANY
28 West 23rd Street, New York, N. Y.

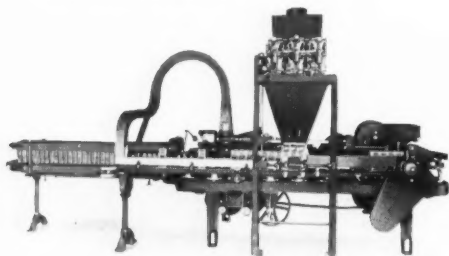
More than

2000 Manufacturers are economizing with PACKOMATIC MACHINES



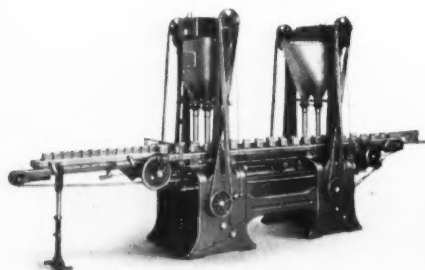
**PACKOMATIC CARTON FORM-
ING MACHINE**

A shell making machine with speed up to 200 per minute. Easily operated. Chip-board is fed from roll, cut, scored, folded and glued. Requires one operator.



**PACKOMATIC CARTON SEALER
WITH AUTOMATIC NET
WEIGHER.**

For sealing bottom flaps of cartons, weighing and filling into three cartons simultaneously, and sealing top flaps. Commercially accurate weights guaranteed at speed up to 60 per min. One operator required.



**PACKOMATIC (BOND) GROSS
WEIGHER**

This fully automatic weigher with auger type feeders fills powdered materials into cartons or cans. The containers are bulk filled at first two stations and check weighed at the second stations. Speed 60 per minute.

By saving hand labor, floor space, and producing a larger volume of more uniform packages—Packomatic Machines are enabling these manufacturers to keep their production costs at rock bottom—a vital essential in present-day manufacturing.

Let us show you how your present costs compare with plants where Packomatic Machines are being used. Let us also give you the names of manufacturers in your section using Packomatic Machines.

We manufacture machines for all packaging purposes where speedy, economical, automatic production equipment is required.

To discuss your problems with a Packomatic Engineer will cost you nothing and may save you much.



PACKOMATIC PACKAGING MACHINERY

J. L. FERGUSON COMPANY, JOLIET, ILLINOIS

Branch Offices:

NEW YORK

CLEVELAND

SAN FRANCISCO



EMERALD GREEN

a vivid sales force

The popularity of *OnIzed* Emerald Green containers has been so marked that we have extended the use of this beautiful glass to a number of additional molds. The illustration above gives you an idea of the attractive shapes which can now be obtained in Emerald Green. But no illustration can describe the

rich, gem-like transparency of this sparkling emerald glass. Containers made of it give your product a new individuality—set it out in vivid contrast to its neighbors on counter, shelf or in the window. Here is a chance for you to make an unusual color do an unusual sales job. Owens-Illinois Glass Co., Toledo, Ohio.

OnIzed
PHARMACEUTICAL AND
PROPRIETARY WARE

1873 • SIXTIETH ANNIVERSARY • 1933

OWENS-ILLINOIS



126 Different Materials!

Filled and Packaged on Stokes & Smith Equipment

Benefit by the experience of Stokes & Smith
Engineers who have made this record possible.

Remember, when you need a single machine,
or a complete packaging line, S & S have the
time-tested answer to every one of your
problems. Write for literature.

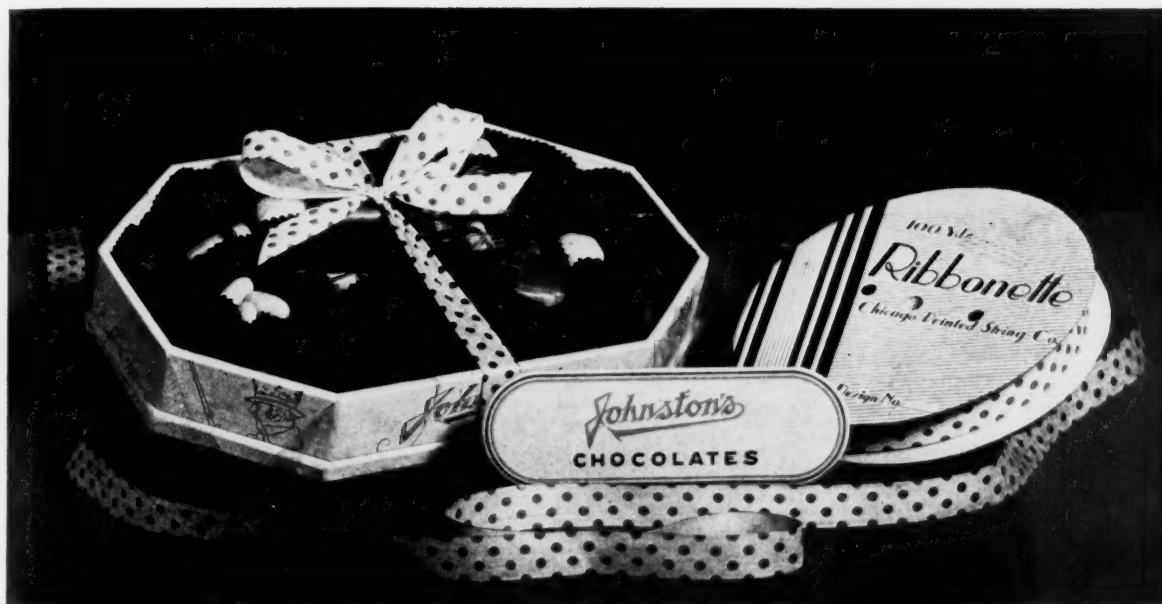
S&S Filling Machines	S & S Tight Wrapping Machines
S&S Bag & Envelope Sealers	S & S Carton Top & Bottom Sealers
S&S Carton Fillers & Sealers	S & S Gross & Net Weight Scales

STOKES & SMITH CO

PACKAGING MACHINERY PAPER BOX MACHINERY
Frankford, Philadelphia, Pa.

★ For economy and success, send your packaging problems to S & S

NEW EFFECTS...NEW SALES
APPEAL... NEW RESULTS
ACHIEVED WITH RIBBONETTE



TO catch the eye of the shopper, today's packages must be different . . . colorful . . . exciting. Packages tied with Ribbonette are in step with the times. It adds a touch of gaiety and brightness to packages which tremendously enhances their appeal.

Tests show that where the same packaged product is offered with and without Ribbonette, the packages tied with this fascinating, colorful ribbon always sell faster.

Manufacturers packaging candy, fruits, cakes, textiles or any other products, where a ribbon is used, should investigate the advantages of Ribbonette. Samples and full information on request.

RIBBONETTE DIVISION
CHICAGO PRINTED STRING CO.

2319 Logan Blvd., Chicago, Ill.
55 West 42nd St., New York

RIBBONETTE

By the Makers of Print-Ad-String

● A SAFE AND SANE PROGRAM FOR RE-DESIGN

1. Let an unbiased and expert package designer of experience *analyze your package problem and submit to you an estimate* of the cost of the design work involved. There is no obligation for this preliminary work.
2. Design work carried out upon your acceptance of estimate:
 - a. Submission of rough sketches for your approval.
 - b. Completion of finished drawing by designer or by your package manufacturer.
3. *Test the result* by having a few packages made up and put on the counter in competition with regular lines...*Know that your design clicks before you change.*
4. Then get estimates from your package manufacturers without being committed to any one of them for your design.

----- FILL OUT AND SEND THIS LETTER

INDUSTRIAL DESIGN, INC.

11 West 42nd Street, New York

Gentlemen:—Perhaps our packages CAN be improved. We'd like to know how ...and how much? Therefore we are sending you our LABELS · WHOLE LINE · NEW YORK REPRESENTATIVE'S ADDRESS with the distinct understanding that your analysis and suggestions involve us in no obligation whatever. What can you do for us...toward saving money and, or increasing sales...on our packages?

Very truly yours,
(Signed)

Confidential, for your guidance:

Distribution — Geographical: _____

Type of Stores: _____

Who Buys: _____

Main Sales Appeal: _____

Chief Competitors: _____

Package Machinery Used: _____

Remarks: _____

v
v
-
o



DE
JONGE

creates

THE MODERN CLASSIC

spring fashion in box papers

a finely tailored ★ stripe
box paper with dra-
matic display possibilities

stripes vertical or horizontal in
black and silver or red and
gold, plain finish or in unusual
embossed effects.

LOUIS DE JONGE & COMPANY

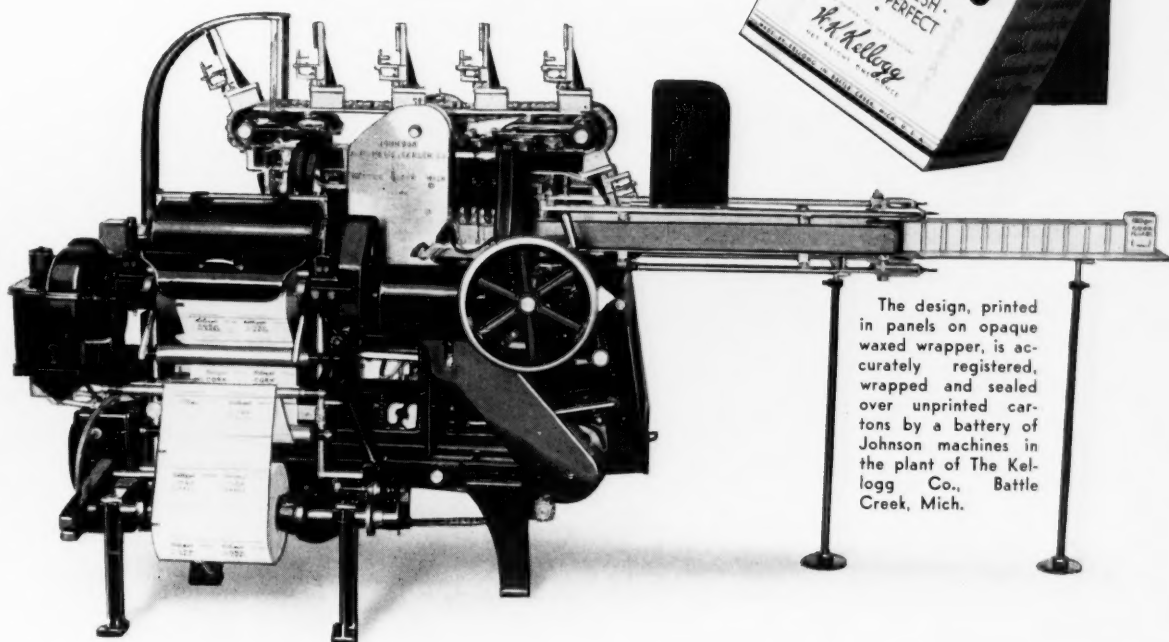
NEW YORK

PHILADELPHIA

CHICAGO

★Fashion endorses stripes, checks, plaids and dots. Some-
where, somehow, get them on your 1933 boxes. For the
finest selection and newest versions, write DEJONGE.

Another ACHIEVEMENT in PACKAGING



The design, printed in panels on opaque waxed wrapper, is accurately registered, wrapped and sealed over unprinted cartons by a battery of Johnson machines in the plant of The Kellogg Co., Battle Creek, Mich.

Try Your Package in this New Dress

● In planning a new distinctive dress for their packages for 1933, the Kellogg Company selected from many styles and many ideas, the package shown here for its attractive appearance, display, protection and sales appeal. All printing is on the waxed paper. The glaze lends added brilliance.

An electric eye supplies an extra brain for this wrapping machine built to the high efficiency standard of all Johnson Packaging Machines. The Johnson Registered Design Wax Paper knows when to cut printed waxed paper—knows how to wrap and seal so that the printed panels are correctly located on front and sides. As is characteristic with Johnson machines the long longitudinal seam falls on the side panel—in this case so close to an edge that it can scarcely be detected.

Important, and really the very heart of the operation, is the fact that the printed designs flow continuously from the roll of paper into the machine and the speed of the paper is slightly advanced, or slightly retarded to keep it in step and in time with the cutting mechanism. Thereby all abrupt starts or stops are avoided. One hundred per cent time of feeding is thus allowed for smooth easy motion of the paper into the machine and for developing the accuracy required to a certainty. It is rotary feeding that eliminates abrupt starting and stopping of the paper, avoids slippage, and the inaccuracies which otherwise would creep in but which have no part in rotary continuous feed cutting.

Most products are suited to this new attractive type of package. Let us discuss with you what you can save. Send the coupon below.

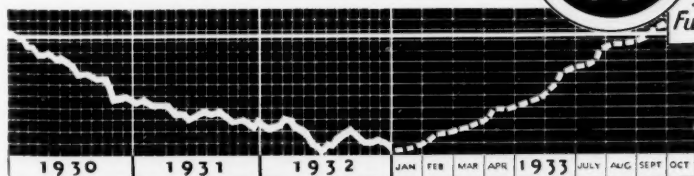
JOHNSON AUTOMATIC SEALER CO., Ltd.
Battle Creek, Mich.

JOHNSON

Greater Capacity

The
Upswing
Starts in
'33

Send
the
Coupon
Now
for
Full Details



PACKAGING MACHINERY

Johnson Automatic Sealer Co., Ltd.
Battle Creek, Michigan.

Please tell me about the new package achieved by the Johnson Registered Design Wax Wrapping Machine. We have in mind a package roughly _____ inches high x _____ wide x _____ deep.

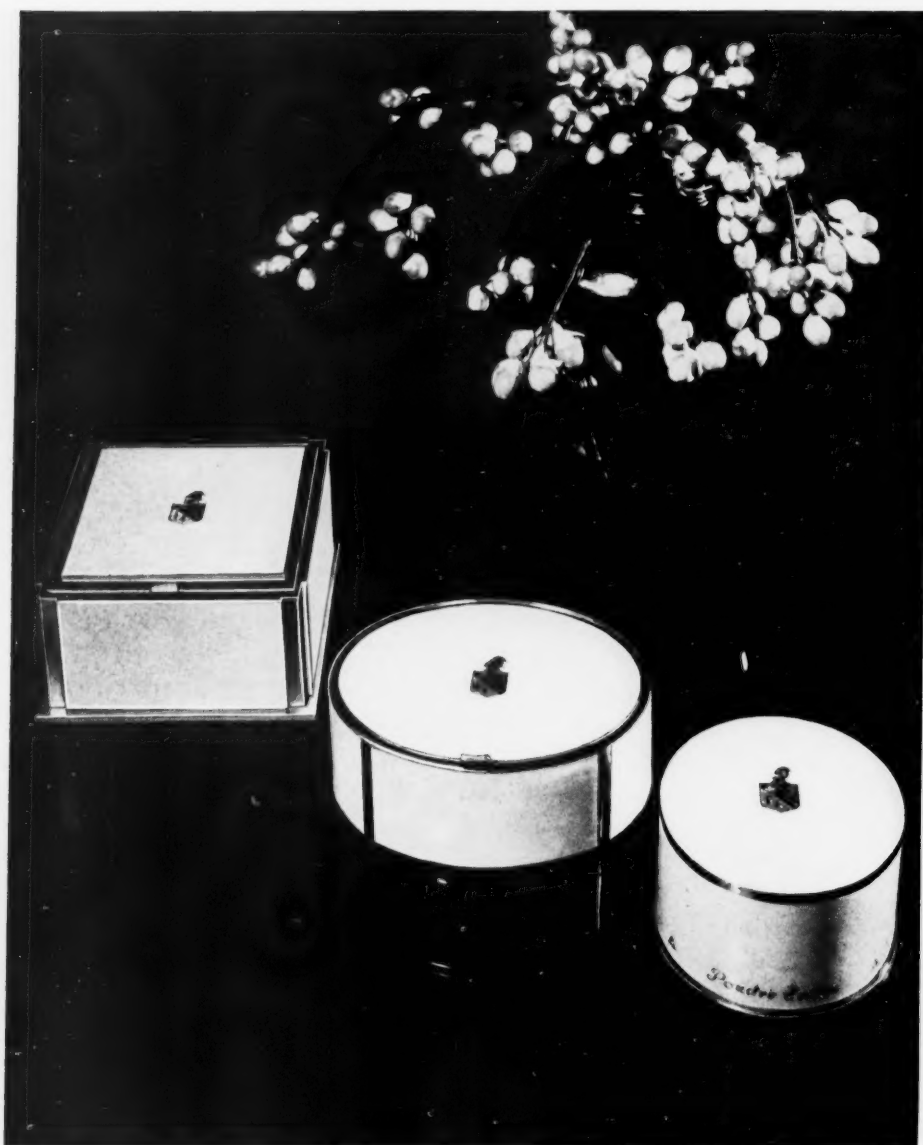
Name _____

Firm _____

Address _____

City _____ State _____

MP 4-33



Distinction—originality—character—quality are unmistakably reflected in every box created and produced by Voss craftsmen.

If you wish to surround your product with such qualities as Voss boxes suggest, let us talk over your packaging problem and submit some ideas for your consideration—without obligation.



KARL VOSS CORPORATION

Division of Shoup-Owens, Inc.

HOBOKEN

NEW JERSEY

YOU can be the First to use a "Stein Coaster" dual-use Package

SOON STEINS will be in vogue again—and every stein will need a coaster.

Several different products now are being sold in packages with a Bakelite Molded base. It won't be long before some wideawake manufacturer of a food product, or a toilet preparation, will be offering it in a dual-use package, with a Bakelite Molded coaster base. You can be the first to reap the profit.



When package has been emptied paper board is removed and bottom becomes a Bakelite Molded Stein Coaster.



Bakelite Molded coasters can be made in a variety of attractive colors, with your trade-mark or slogan permanently molded in. It's an advertisement that will make a lasting impression because it will be seen time after time. Coasters will also make splendid premiums as no one will be satisfied with one coaster, he will want a collection big enough for any party.

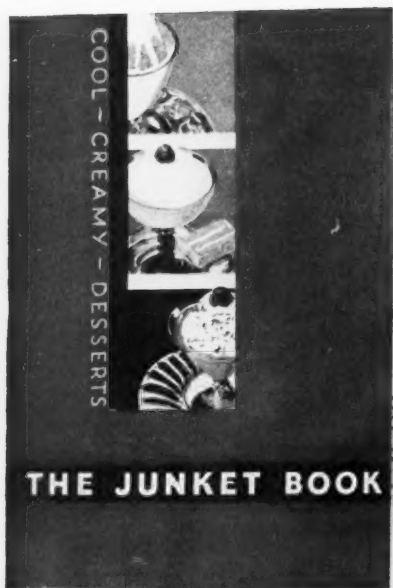
Let us know that you are interested and we will be glad to show you an assortment of Bakelite Molded coasters, and explain how they can be made part of a dual-use package. We also would like to send you a copy of "Restyling the Container to Increase Sales" telling about the sales advantages of Bakelite Molded containers and closures—just write for Booklet 8C.

BAKELITE CORPORATION, 247 Park Avenue, New York, N.Y. 43 East Ohio Street, Chicago, Ill.
BAKELITE CORPORATION OF CANADA, LIMITED, 163 Dufferin Street, Toronto, Ontario, Canada

BAKELITE

The registered trade mark shows above distinctive material manufactured by Bakelite Corporation. Under the symbol "B" is the numerical sign for safety, or certified quality. It symbolizes the infinite number of present and future uses of Bakelite Corporation's products.

THE MATERIAL OF A THOUSAND USES



ALERT and successful merchandisers know that Booklets are a powerful force in creating an urge to buy—a real help in moving the package from the dealer's shelf into the hands of the consumer; in forming good buying habits; in getting repeat business.

Attractive Booklets, in the hands of housewives, will teach the housewife what you know about getting the most out of your product.

New products may be introduced and premium offers made—direct to a customer—in Booklets.

What we have done for Junket, we can do for your product. A letter from you will bring further samples, or, if you wish, our representative will call.

**“YOU HAVE PRODUCED THE
OUTSTANDING RECIPE
BOOK OF THE SEASON”
say THE JUNKET FOLKS**

FORBES
LITHOGRAPH MFG. COMPANY
P.O. BOX 5130 BOSTON

NEW YORK • CLEVELAND • PHILADELPHIA • ROCHESTER • CHICAGO • DETROIT

Save that "HAND-MADE" Cost!

*Your
finest
boxes
can
now
be
made
by
machine*



*the "HAND-MADE" savings
becomes an annual profit!*

All the appearance—and consequently all the prestige which helps sell your product—available at greatly reduced costs. Can you afford to ignore that production profit?

The automatically produced "hand-made" box shown on this page is only ONE of the types, ONE of the shapes and ONE of the sizes which New Jersey Model 133 turns out, identically perfect in every detail. YOU select the shape; four-cornered or ten-cornered; padded, domed, embossed or tip-on tops, edged or extended edges, with whatever "inside" parts your product demands. The operations are far from complicated, the results unbelievably economical.

SEND FOR BOOKLET,

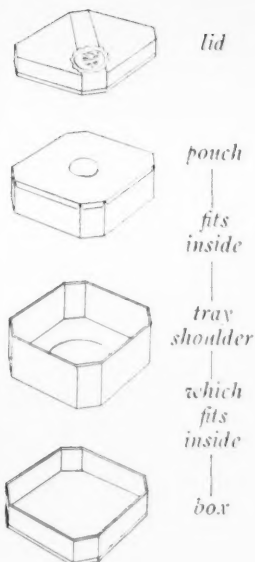
"PRODUCTION PROFITS IN THE BOX-PLANT"

NEW JERSEY MACHINE CORPORATION

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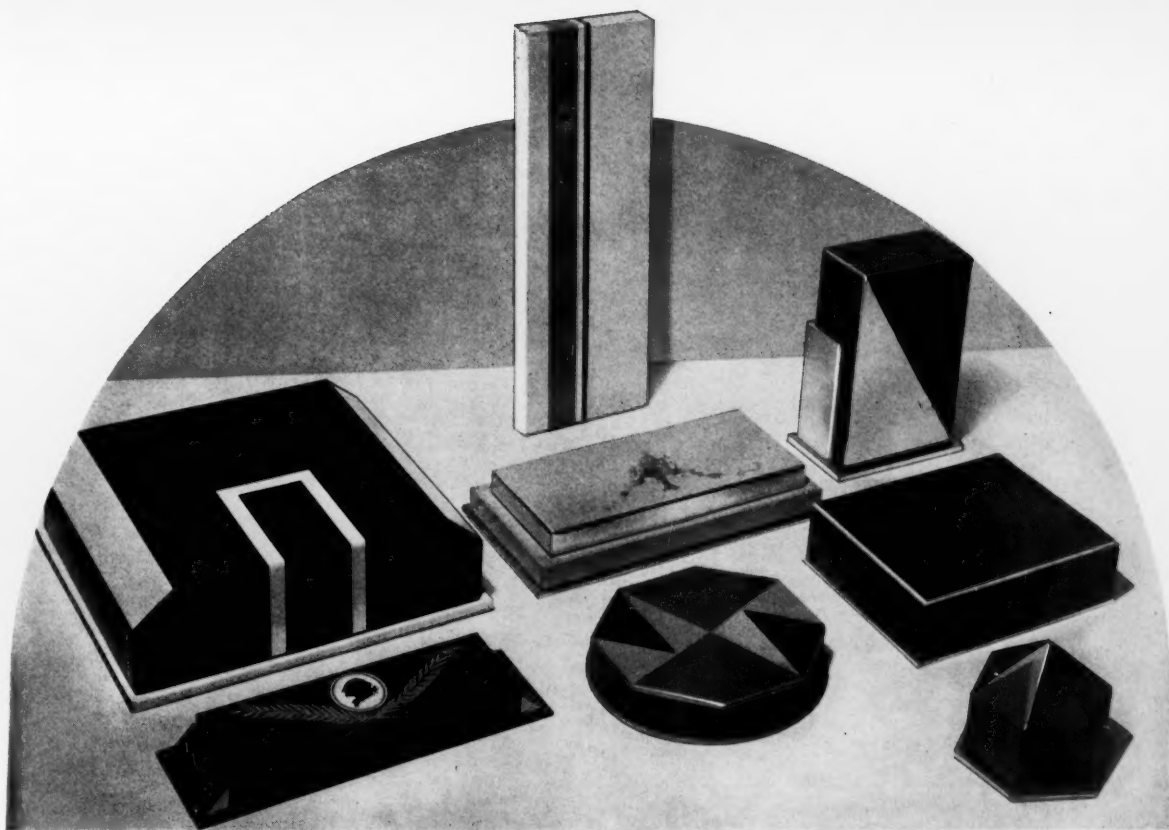
An improved aseptic package for surgical dressings. Patent applied for.

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PACKAGING CATALOG

Published by
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Sampling by Vials — today's short cut to . . . merchandising success



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SAMPLING today has become one of the fine arts of merchandising. Reaching the multitudes — jobbers, dealers, consumers — was never more easily and economically done, especially if Kimble Glass Vials are used as the carriers to your customers.

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Confer with Kimble on your sampling and packaging requirements. It will cost you nothing, yet may save you untold expense in securing valuable distribution and merchandising. Complete Catalog and prices available on request.

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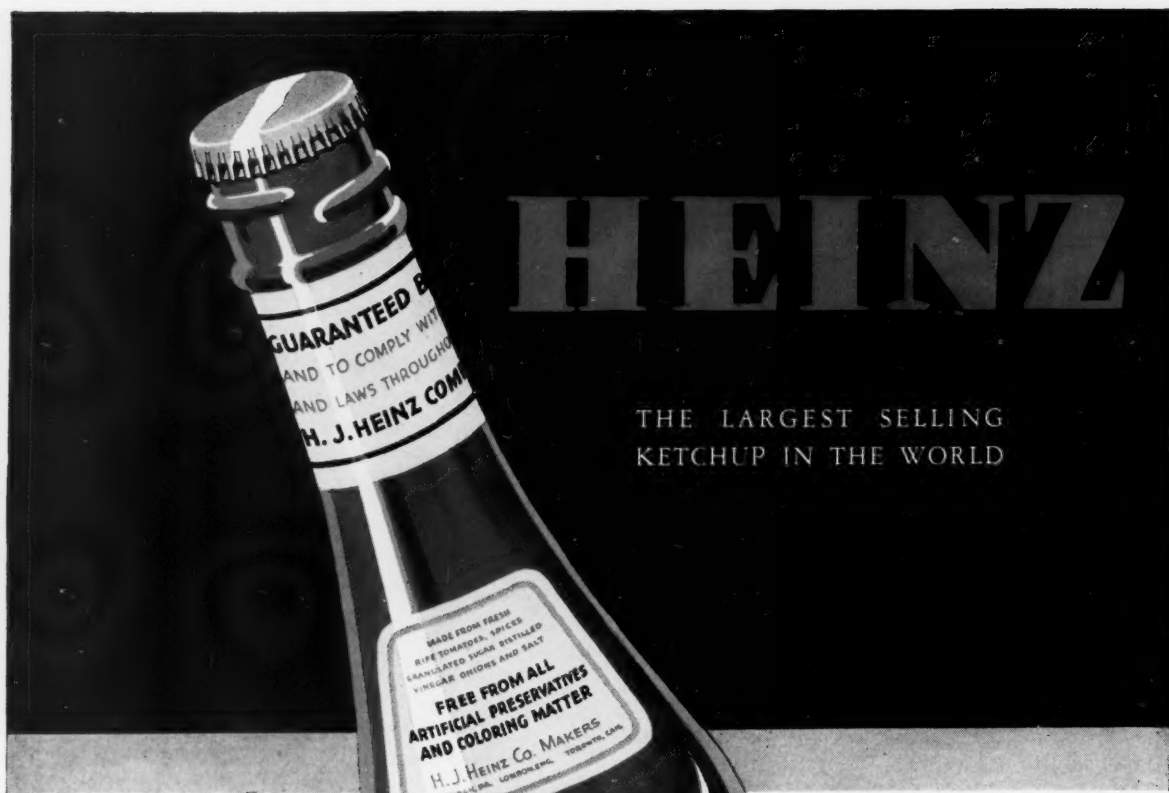
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THE cap to any container is its speaking mouthpiece—the working part of the package. It must SERVE—smoothly and well. It must seal tightly, eliminating any possibility of evaporation or leakage, and—for many products—it must be beautiful. You can check all these specifications with perfect assurance when you choose "Jewel-Glo" Closures.

The caps illustrated are double shell, concealed thread, encircled with "Jewel-Glo" bands of silver-like metal. The same color may be used for both container and cap, or a pleasing two-color effect may be had by choosing harmonizing colors. These "Jewel-Glo" Closures are very economical despite their distinctive beauty. Let us send prices.

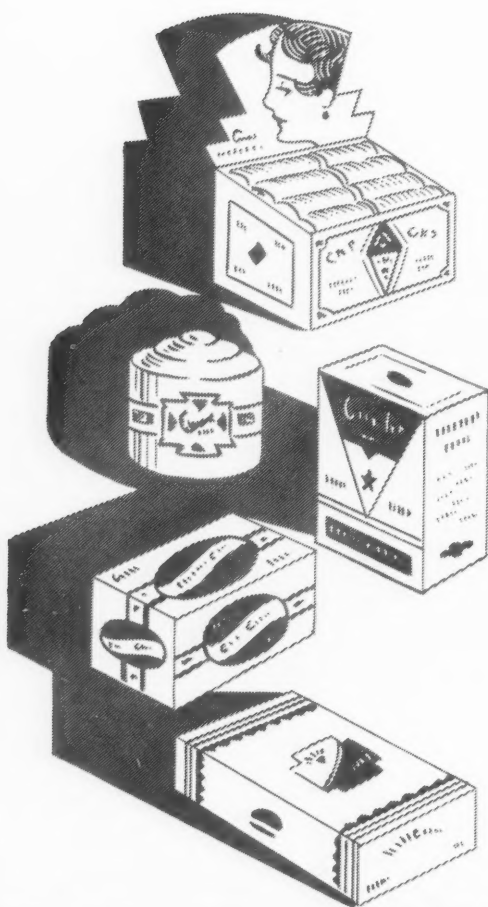


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Gentlemen:

Please let us have your comments, criticisms or recommendations on our (carton, label, box, seal, wrap, band) design and construction. We are forwarding sample for your inspection.

Signed: _____
Company Name _____
Address _____
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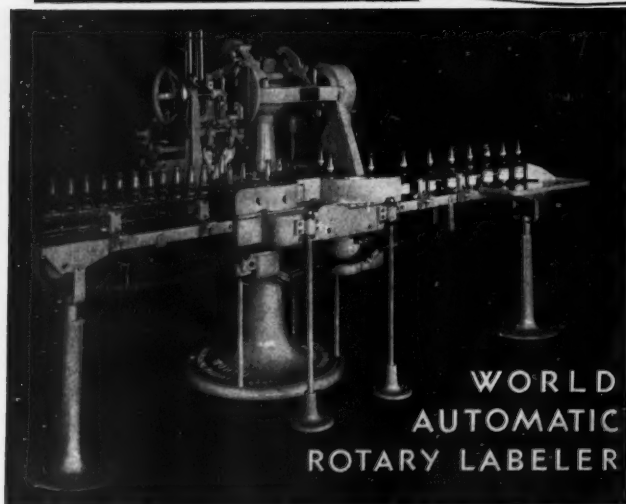
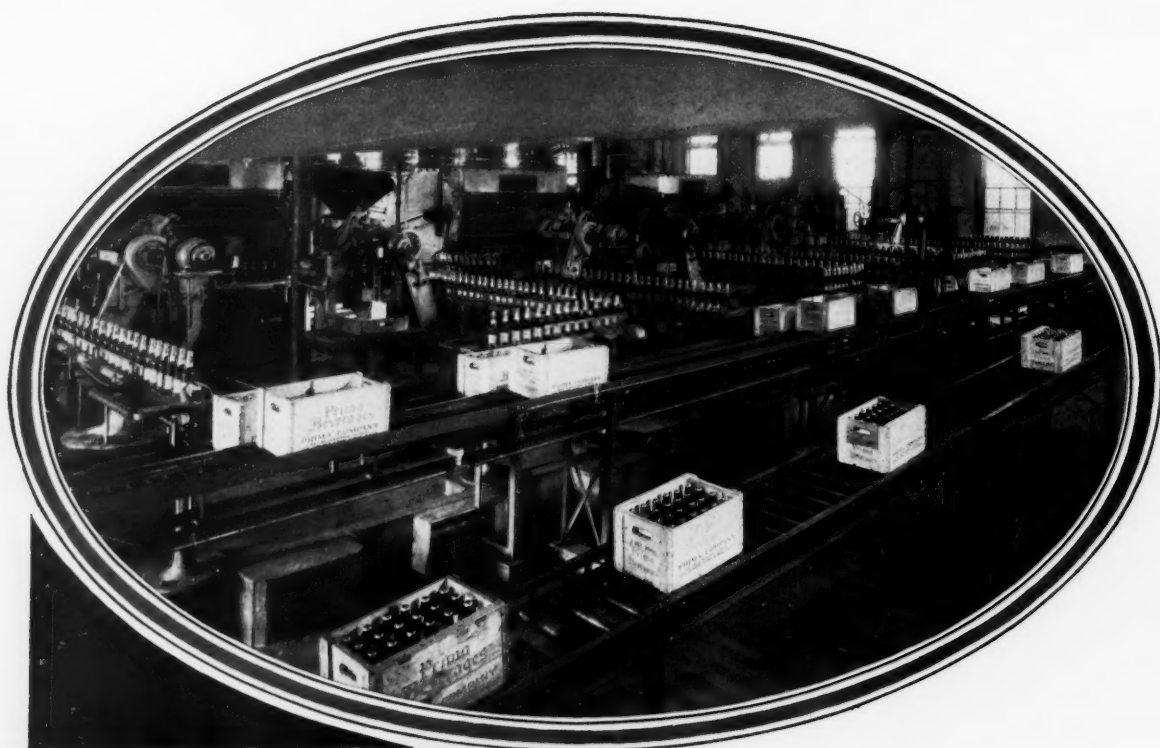
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Simplified construction. All parts readily accessible.

Send labeled samples of your bottles, with rate of production required, for detailed information and quotation.

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WORCESTER, MASS., U. S. A.

WORLD LABELERS

MODERN PACKAGING

APRIL, 1933

VOLUME SIX—NUMBER EIGHT



Packaging Meets the Demands of the "New Day"

APRIL 7, 1933 will probably go down in history as the day of the "new independence," having been hailed by hundreds of thousands who rejoice in the return to a condition such as the country has not enjoyed for thirteen long and dry years.

Regardless of any individual satisfaction which has come from the return of beer as a legitimate commodity, there is the added advantage that this action on the part of Washington promises to improve, to no small extent, present conditions in manufacturing and labor. It is estimated that the rebuilding and remodeling of breweries in the country will call for labor and equipment worth \$175,000,000, and will require 5,000 carloads of machinery and appliances. Beer trucks alone will require an expenditure of \$50,000,000. Remodeling, restoring and modernization of drinking and beer serving facilities in

hotels, clubs, restaurants, cafeterias, tea rooms and luncheonettes will call for an expenditure of from \$40,000,000 to \$70,000,000, according to some estimates.

Small wonder, then, that the promised activities in the brewing field can be looked upon as a hopeful sign, as one of encouragement among the indications of better times that are so needed in industry today!

The part which packaging will play in this rejuvenated industry is no small one, nor has it been in the past. From the time the brew is complete, the processes which include the washing and filling of bottles, capping, labeling and packing them for shipment are—and have so been considered—strictly within the province of packaging. Likewise the equipment and materials used in these processes are among those listed as being utilized for package purposes. So that, in addition to its gen-

cral interest at this time, it is believed that an article describing such methods in use at a well known and modern brewery will be of interest to readers of MODERN PACKAGING.

The plant of the Prima Company, Chicago, covers an entire city block, the bottling department, with which we are especially concerned, fronting on three streets, covering an area of approximately 22,500 sq. ft. and consisting of one and three stories over a concrete basement. A complete automatic conveyor system serves all three floors and the basement. By grouping certain closely related operations, all congestion is eliminated, straight line production is obtained and the full capacity of the automatic bottling equipment is utilized.

Four bottling units, having a daily output of 264,000 bottles or 11,000 cases, are located in the center of the first floor, leaving storage space at both ends. Each of these requires nine attendants. Comprising the bottle washing equipment are four combined soaking and sterilizing units, each having four compartments in which bottles are conveyed in pocket containers, traveling vertically, in which hot soda solutions loosen and remove labels, dirt and foreign matter. The bottles then receive a complete outside brushing, two inside rinsings, two inside brushings, and, finally, two additional rinsings with filtered water under 80 lbs. pressure. Each unit has a capacity of 142 bottles per minute, the time required

for the foregoing operations being twenty minutes. The bottles, as discharged from the washer, are inspected and all defectives are removed before they are conveyed to the filling units.

Filling equipment consists of four 34-spout revolving counterpressure fillers, with automatic feed, each having a capacity of 142 bottles per minute. The bottles are filled under a counterpressure of 8 to 12 lbs. which insures quick, foamless filling and retention of carbonic gas. Each filler is equipped with a "jetter" device which removes any excess air. The filling machines are electrically controlled, and only one attendant is required at each. After filling the bottles are conveyed to the capping units.

Four bottle capping or crowning machines,¹ each having a capacity of 145 bottles per minute, seal the filled bottles. The caps or crowns are automatically delivered to the hoppers by means of a special magnetic control for discharging them in such a way as to prevent injury and cause no stoppage of the capping machines.

Following the capping operation the bottles are then subjected to a pasteurizing process which is most important in the brewing industry. Each of the four pasteurizing machines is of the pocket type, 20 pockets wide, includes four compartments and is equipped with automatic loading and discharging devices. Each of these machines has a capacity of (Continued on page 63)

¹Crown Cork & Seal Company

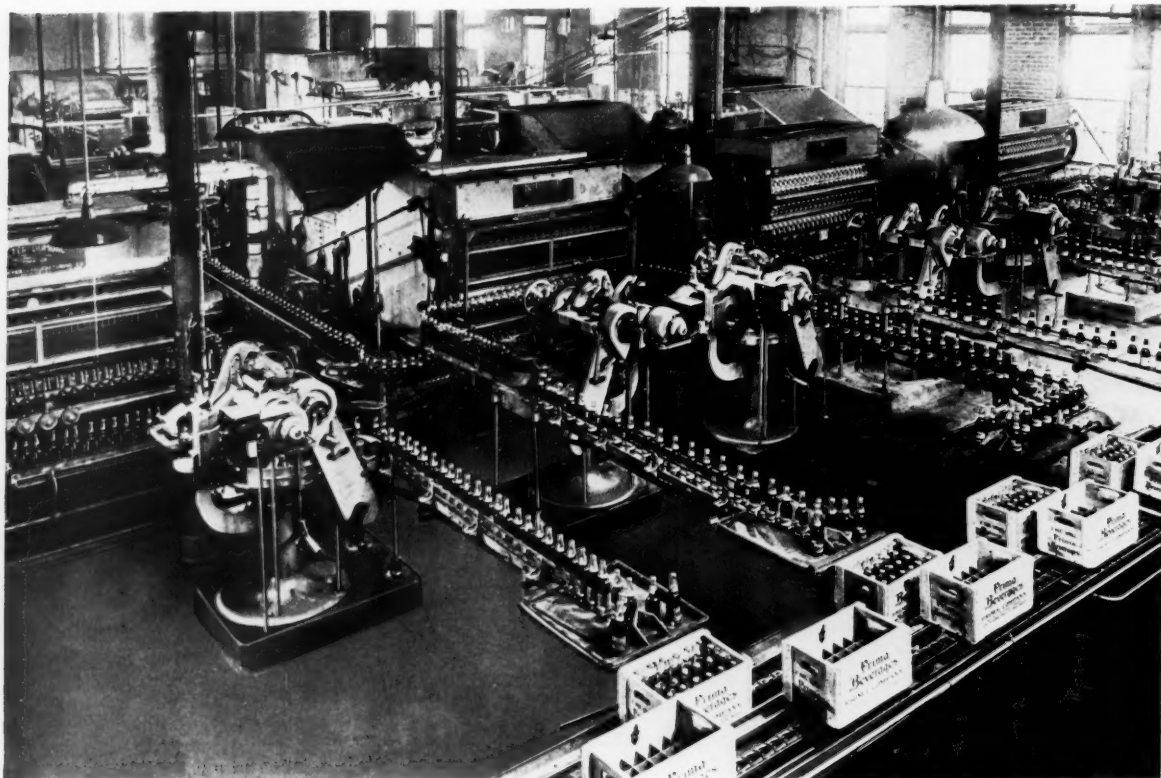


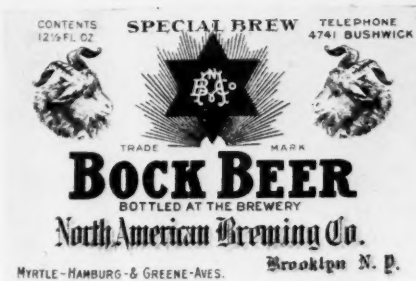
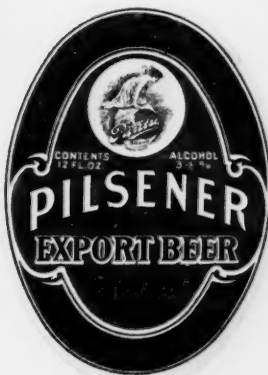
Photo courtesy of Economic Machinery Company

Filling, capping and labeling units at the brewery of The Prima Company, Chicago, Ill.



Back in circulation after the long drought: Above—A selection of the new beer labels which will soon be a familiar sight. Below—The old time labels which serve as pleasant reminders. While the principal breweries will probably retain

those labels which have been their standards in general effect for many years, some slight changes may be necessary because of new State laws. Labels furnished by courtesy of Sackett & Wilhelms Corp., Long Island City.



An etched surface on this wood chest enables presentation of attractive design and emphasizes the beauty of natural wood grain



New Ideas in Wood Boxes Offer



PRACTICALLY all of the various substances which are utilized in the packaging field—wood, metal, glass, etc.—are subjected to some form of treatment before they make their appearance as part of a package assembly. While there have been, in recent years, many new additions to the list of available materials, such as plastics, transparent wrappings and the like, progress has also been made in the improvement of various treatments of color and decoration that have been applied successfully to the older and better known substances.

Combining certain characteristics that make for strength and durability, and due to its ability to express beauty because of its natural finish, wood has long maintained a popularity as a packaging material. Furthermore, the recognition of the reuse value of wood boxes has obtained a wide acceptance with various manufacturers who seek to gain good will for their products by offering a package that functions beyond that of a carrier or advertisement for such goods.

In their earlier forms, as applied to the packaging field, wood boxes were made without any supplementary decoration. Plain surfaces were used, in some cases highly polished or otherwise treated to bring out the natural beauty of the grain, and these forms still exist. Of recent years, however, there has been a trend towards the securing of various effects which have, generally speaking, enhanced the attractiveness and desirability of wood boxes for utility and gift purposes. The use of linings of various sorts, of partitions and other con-



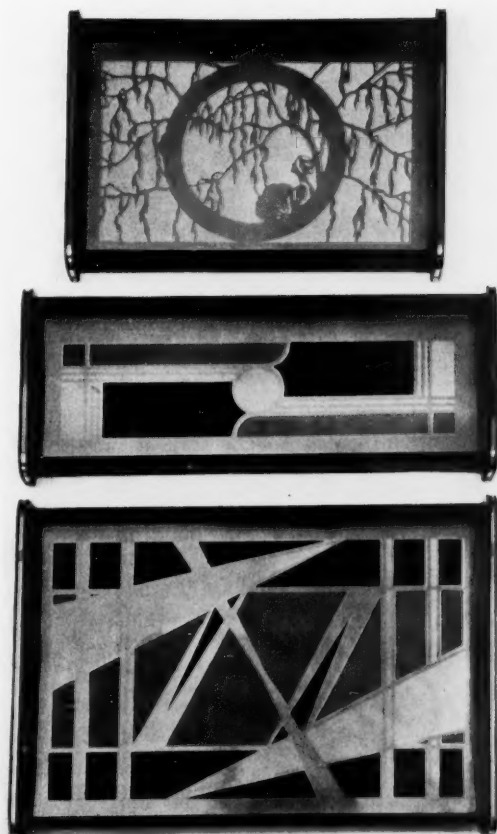
The same silver chest as illustrated on the opposite page, in open position showing beveled edges joining and lining

Diversity and Distinction in Design

venient treatment of interiors have also been found acceptable, so that today one may obtain in a wood box a package which will vie with those of the most elaborate construction and expensive materials.

Shown in the accompanying illustrations are several outstanding examples of wood boxes, as well as trays, on which have been employed two types of treatment—one which is applied to the wood itself, an etching or intaglio wood block effect; and the other, the application of chromium finished metal in natural, etched or color effects. The latter is a recent development. The metal provides a hard surface, is not easily scratched and is non-tarnishable. A special and exclusive process of etching and decorating the metal enables the production of striking results, examples of which may be seen on the front cover, in color, of this issue. The metal is used either as appliques to the sides, front and tops of the boxes or to cover the entire surface. Lustrous chrome metal and satin finished metal are widely used to produce silvery effects, likewise copper for other varied effects.

The several examples shown have been furnished through the courtesy of the Pilliod Cabinet Company of Swanton, Ohio. This company commenced the manufacture of wooden boxes in 1896 and up until thirteen years ago was engaged mainly in the making of mechanic's tool boxes. In 1925 operations were extended to the manufacture of miniature cedar chests for the candy trade. Since that time there has been a steady growth in the special merchandising package field, meet-



ing a demand for new items and new containers in the confectionery, stationery, leather goods, baking, cosmetic and other fields. An art department is maintained under the direction of Leonard Schiff who is responsible for the design and shapes of the various boxes produced this season. Mr. Schiff was educated in the Chicago schools, majoring in electrical engineering, afterwards studying at the Chicago Art Institute and the Ecole des Beaux Arts, Paris.

Improved Design in Shoe Dressing Bottles

To create a package which would be different from any other used for shoe dressing and one which would promote increased sales were the two objectives sought



by Aaron Gluckman of the Wise Shoe Company, Inc., in the design of the present package used for "La Sone" shoe dressing.

Desiring to make a change from the "standardized type" of shoe polish bottle which, he felt, lacked sales appeal, Mr. Gluckman adopted, first, a modernistic bottle of flint glass with a molded closure. Although this new package was successful it was decided that a further change would incite increased interest.

The present package, while a radical departure from the ordinary shoe polish bottle, immediately attracts attention. Modern in shape and of blue glass, the bottle is topped with a polished metal, gold-finish, cap. The label is of gold foil embossed with blue to harmonize with the color of the glass. In addition to its outstanding appearance, the container offers re-use possibilities after the contents have been exhausted.

The accompanying illustration shows the original bottle at the left; the first improved design in the center, and at the right the present package.

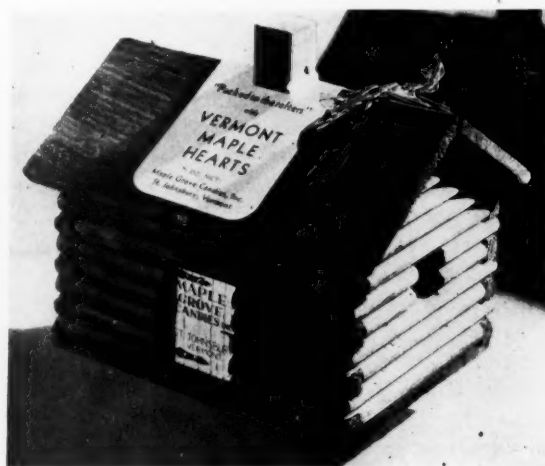
Carter's Ink Display as illustrated in the March issue as one of the One Hundred Outstanding Packages was developed and manufactured by the Cambridge Paper Box Company. The design of this display was erroneously credited to another company.



Gimbel Brothers, Inc., New York, feature in one of its prominent windows a group of O'Cedar Wax Cream products, showing also the All-America Twelve Cup recently won by the O'Cedar Corporation. Here is a reproduction of the display

Credit for the silhouette design carried on the Campana's Italian Balm package—winner of the 1932 All-America Twelve cup in the Carton Group—should be given to R. Guyer, director of research, Waldorf Paper Products Company, St. Paul, Minn.

Through an oversight, in the announcement of the winning packages in the All-America Twelve competition, credit was not given to Freyberg Bros., Inc., who supplied the Cellophane ribbon used in the assembly of the Maple Grove "Log Cabin" package, winner in the



Miscellaneous Group. Acknowledgment of this omission is made herewith, and a Certificate of Award as material supplier has been sent to that company.

Package Changes That Revitalized Sales

A MANUFACTURER considering a new package for his product may well ask the questions: "What results will I obtain from such a change? What assurance have I that my new package will increase or even maintain former sales?" To undertake any change involves an expenditure of some sort, and naturally the return on such an investment must be justified. Because "everybody is doing it" is scarcely sufficient argument and bears no weight at all, even in times when one is inclined to assume a liberal attitude toward spending. Answers to both of these questions can at best be provisional only. The results of a package change are dependent, in the last analysis, on the degree of acceptance accorded it by consumers. The assurance of sales maintenance or increase is similarly predicated.

But, because it has been possible to determine, by actual test and compilation, various reactions which repel or encourage purchases, there have been formulated, by package designers and others, certain principles which afford a basis of procedure when a new design is contemplated. Beyond this point the problem of a package becomes one of individual interpretation, dependent mainly on the attitude and ingenuity of those who create the design and the manner in which it is executed and assembled in final form. However, it is on the counter, on the shelf or in the display window where the new package receives its "baptism of fire" and obtains its final mark of approval from the prospective purchaser. So that the manufacturer knows the ultimate result of his efforts in changing his package only at the finish of the cycle which encompasses production and selling.

At frequent points along this route he may, however, receive encouragement which will indicate that his plans are well grounded and that he may anticipate favorable results. Within his own organization, a response to the new package may result in renewed enthusiasm on the part of his salesmen; a favorable reaction from the retail distributor may bring about a willingness to allot more desirable display space to the showing of the new package; the nature of the new design may be such as to lend greater effectiveness to the advertising of the product in newspapers, magazines, on bill boards and other forms of publicity. All of these conditions have a direct bearing on the final acceptance of the new package and help to furnish an answer to the manufacturer's questions.

On the following pages are illustrated several new packages which are shown, for purposes of contrast, with the corresponding old packages. In making the selection the packages were not chosen, as a group, because of outstanding design, of materials used or because of the method of production. The intent is merely

to show a general cross-section of products, in ordinary usage today, on which a basis of comparison of "package performance" could be made.

In some of these packages the change from the old to the new is slight. Regarding some of them, the criticism may be raised that the new designs offer considerable opportunity for improvement. Such comments, however, may be reserved in view of the fact that, in each instance, the statements by the manufacturer indicate that the change from the old to the new package has been productive of increased sales or some other advantage which has fully justified the expense involved. Each new package has proven its case. The evidence is such, whether or not sales increases are reported, that the change on each was a profitable one and is so attested by the user. The real point, then, as shown by these examples, is that package redesign, logically and sensibly carried out, does pay.

Aside from actual sales results attained, certain other conclusions may be drawn, as having a direct bearing on or resulting from a package change. In the case of Campana's Italian Balm, increased counter space from dealers was obtained; Budge-It Cleaner secured new outlets and enabled a reduction in the retail price with the maintenance of the same margin of profit; Bauer and Black's Cotton Picker established new uses for the product.

Chamberlain's Lotion renewed the interest of old users and made friends with new customers; Darling's Cocoa has occasioned fresh interest; R. & R. Salt had to destroy old labels because of preference for new.

Texlin Tissue not only produced surprising sales increases but the new package was produced at a substantial saving over the old; Burnett's Vanilla held up sales in an otherwise falling market; Ivanhoe Mayonnaise gained greater display value, as likewise did McCormick's Mustard, and both showed encouraging improvement in sales.

Deerfoot Farm Sausage increased the willingness of retailers to display the new packages; Vanta Baby Garments, by means of one-piece construction and only two printings, effected an economy in production costs; Fix-all Liquid Cement won ready acceptance from dealers and brought greater counter display; Chicago Maid Gauze made a change which produced the "fastest selling package" of its kind; Munson Typewriter Keys exercised a salutary effect on the sales organization.

So there stands the indisputable evidence of the accomplishment of package changes. These are but a very few of the examples to be found but it may be expected that with a better understanding of what may be attained by package design and with improved means of determining actual results the record will become extensive and of increasing value.



Photos by Rehnquist

Campana's Italian Balm: "We observe from our outstanding customers a tremendous interest in the new package which is, naturally, giving the item more counter display. The package change is having a decidedly favorable effect with the trade."

Budge-It Cleaner: "After new package was introduced sales increased (in four months) over 100 per cent. New package assisted in contacting new buyers and new fields and enabled reduction in retail price."

Alabama Girl Pickles: "New package increased sale of product about 17 per cent. Attribute increase to redesign, and inasmuch as general business fell off after the redesign we believe increase actually more than this."

Bauer & Black Cotton Picker: "New package brought substantial increase in sales. New package has selling appeal for use of cotton as a cosmetic and toilet accessory and for nursery use, as compared with old for physicians' and household use as surgical dressing."



Photos by Rehnquist

Chamberlain's Lotion: "Received numerous inquiries from old users advising they enjoy having new package on their dressing table instead of in the medicine cabinet. Accomplished a definite end in the redesigning of our package."

Darling's Cocoa: "New packages have created interest and stimulated business. Have not put on an extensive campaign with these packages yet, but expect to this Spring and will then advise results."

R. & R. Salt: "Percentage sales increase not accurately available. Found it necessary to destroy remaining stock of o'd labels due to consumer preference for the new."

Utli-Lite Spar Varnish: "Sales gain following redesign was 42 per cent first year. Believe increase almost wholly due to change of design since produce of medium price was packaged in fancy dress. Sales continue to hold up well on this product."



Photos by Rehnquist

Texlin Tissue: "Sales of new package to date, 357 per cent greater than old. No change in quality, in retail price or quantity. New effects production saving of 66 per cent over old."

Burnett's Vanilla: "New package received with open arms by all types of housekeepers. Our decrease in volume would undoubtedly have been more severe had we not made the change to the new package."

Ivanhoe Mayonnaise: "Sales for year preceding adoption of new design, 360 M. cases; year following adoption of new, 580 M. cases. New

made product stand out on shelves, set it apart from competitive products."

Blue Bird Shoe Dressing: "New showed sales increase 30 per cent in 1931, 42 per cent in 1932, based on units. Estimated average increase due to redesign, 25 per cent each year."

McCormick's Mustard: "New 5 oz. jar showed sales increase of 20 per cent over old. New carton (not shown) which has white background, in contrast with former colored carton, stands out on grocers' shelves and attracts greater attention."



Photos by Rehnquist

Deerfoot Farm Sausage: "New package met very favorable reception among dealers who were ready to display them, due to their high class appearance."

Vanta Baby Garments: "Our first purchase (new package) from the box people was for 72,000 packages; second order 250,000. A month and a half later we placed a third order for 800,000." No change in product or price; new retail outlets added due to package change.

Fix-all Liquid Cement: "New package brought favorable comment and ready acceptance by

dealers. Consumers attracted by display and business improved beyond what we had a right to expect."

Chicopee Maid Gauze: "The trade has recognized this package (new) as the fastest selling package of this kind." No record of comparative sales.

Munson Typewriter Keys: "New package brought immediate sales increase. New package and new display stiffened the backbone of our sales organization, giving the salesmen a new line of attack in their work."

Package Identification and Protection

By Waldon Fawcett

PROBLEMS of a special nature in package protection have recently been put up for the first time to Governmental experts. It is, of course, no new experience for Federal officials to be asked to sit in at private clinics on perplexities of package protection. But, up to now, such requests to Washington for first aid have gone, for the most part, to Uncle Sam's specialists on marketing, merchandising, patent law, etc. Because the majority of the inquiries have dealt with ways and means of obtaining security for the design or dress of packages—safeguarding package appearance against imitation or infringement.

The additional latter-day calls deal with lately-emphasized aspects of the protection of packages in the physical sense. And the baffled packagers who are casting about for an escape from a dilemma, have carried their troubles not to the strategists on the sentimental side of the packaging arts but to the practical advisors on transportation. Because the sharpened need of many packagers is for package protection during the interval between the time a package leaves the hands of the packer and the time it comes into the hands of the ultimate consumer.

Package Protection, En Route

From what prominent packagers—notably packagers of food specialties—tell the doctors at Washington, it has come as a distinct shock that the present period, of all others, should bring fresh obligations in package maintenance. The disappointment arises from the circumstance that the packagers had assumed that two new influences or new conditions in trade stood to automatically spare the average package from some portion of the erstwhile wear and tear. The first contribution which was counted upon to smooth the path of package transit was the development of the new generation of protective paper wrappers which have latterly supplied an extra safety-coating for many packages that formerly consisted only of essential containers. The second supposed gain for the physical well being of packages enroute was found in the extension of motor truck freighting and the evolution of "merchandise containers" for less-than-carlot shipments by freight, both methods of freight handling seemingly calculated to spare frail packages some portion of the jolts and jars of rough and tumble transfers on dock and loading platform. Yet, in the face of the theoretical improvement, behold the heavier mortality of package contents.

Strangely contradictory is the ailment on which advice has been asked at Washington by a number of packagers—say, for example, packers of fine cakes, crackers, biscuits, etc. These packers have no fault at

all to find with the state of the exterior of their packages as they arrive at the point of retail sale. Indeed, some of the harried executives have commented on the immaculate appearance of the average package as it stands on the store shelf. But, behind this faultless "front," exists a condition of breakage of contents that is appalling and a positive menace, unless corrected, to the popularity of packaged goods.

The trouble afoot may, perhaps, be best visualized by taking, as an illustration, a specific example. J. S. Ivins' Son of Philadelphia, has placed on the market a one-pound package of Graham Crackers, Honey Flavored, that, on surface appraisal, would be accounted ideal. The colorful "Sealed-at-the-Oven" carton is tight wrapped with a waxed paper whereas, by way of second line of defense, the wafers in the parcel are enclosed in a sealed protective bag which has proven its ability to defy odors, dampness, etc., and preserve the crispness and flavor of the crackers. Yet, for all this three-wall protection, this admirable Ivins package, as dispensed by high-grade grocery stores within a few hundred miles of Philadelphia, frequently reaches the consumer with every cracker broken. Before anything can be done about this package peril it is essential to ferret the cause.

Experts Prescribe Package Supervision

Such investigation as the experts have been enabled to make to date puts the chief blame for breakage of package contents on the handling. Not handling at the seat of production. Nor yet handling by rail en route to market. But handling and rehandling at wholesale and retail levels. A cross-sectional survey indicates that in the majority of stores, and particularly in the chain stores, no studied, systematic effort has been made to school retail clerks to the careful handling of packages. So long as containers are not seriously bent or broken open, stock boys and clerks seem to assume that packages may be pitched, tossed, dropped or jumbled, with nary a care. The very economy of space in the average chain store contributes to the hazard, since it necessitates the storage of many packaged items on high shelves whence they are retrieved by mechanical aids that often fail to function with the consequence that the package takes a tumble of eight to twelve feet, possibly careening off show cases and counters, enroute.

Guessers at Washington haven't any formula to present off-hand for the problem of securing protection of unit packages at the hands of store clerks, warehousemen, deliverymen, etc. But they are confident that co-operation must, in some manner, be secured in this quarter if frail and fragile package contents are to arrive intact. The very fact that the modern sealed package



A N N O U N C E S



THE NEW ANCHOR



Here, at last, is a real basic improvement in collapsible tubes—a startling innovation that puts the new Anchor Turret Tube far ahead of all ordinary types on the market today. It is notable primarily for its user appeal, thereby providing a powerful sales advantage for the product inside. • By no means is this to be considered just another captive cap device...one of the many tricky, intricate or improvised gadgets that crop up now and again. *On the contrary, the Turret Tube is eminently practical, supremely simple, and offers a measure of convenience for the user unknown heretofore.* Furthermore, it has been thoroughly tested and approved as an efficient container by Anchor Cap and Closure Corporation, specialists for a quarter century in sealing problems and closure equipment for packaged products.

COMPLETELY SEALED END

NO MATTER what style of screw cap is used with a tube, there is almost inevitably a certain amount of evaporation or leakage, or both. When a product is sold within a short time after the tube is filled, this evaporation or drying out may not be excessive. But no manufacturer can control how long his product may remain in warehouses or on dealers' shelves. Nor can he afford to have any of it, even a small proportion, reach the consumers' hands in poor condition.

• Anchor, in its wide experience with all types of closures for every sort of product packed in glass containers, knows that a perfect seal is all-important—for consumer satisfaction and for upholding the reputation of quality products. Resale volume and continued public demand depend on it.

• To insure complete freshness and perfect condition of every package and every product, no matter what its nature, the Anchor Turret Tube is made with a sealed end. The tube is formed

without an open aperture for the ejection of the product. Instead, there is a thin spot at the side of the top that can readily be punctured with any sort of pointed instrument. To make this initial opening of the tube easy for the consumer, wooden pegs are provided, to be included in the carton with the tube.

• Sealing the bottom of the tube offers no problem, nowadays, with the perfected present-day clips or crimping machines. Hence this sealed end construction at the top results in a complete hermetic seal of the contents of an Anchor Turret Tube...a far more effective seal than with any screw capped tube where the aperture is open...and for practically an indefinite period of time.

PERMANENTLY ATTACHED CAPS

THE ANCHOR Molded Caps supplied with these Turret Tubes are permanently attached to the top of the tube at the time of manufacture. They are there to stay. They cannot fall off. They cannot come loose or unscrew. The construction of the top of the tube is such that the cap is

A TURN AND IT'S OPEN....

TURRET TUBE

WITH CAPTIVE MOLDED CAP

securely locked on by the formation of the metal top. A ledge or shoulder holds the cap positively in place, yet allows it to rotate freely.

- Users no longer need have the exasperating experience of losing caps down drainpipes, or having them fall to the floor and roll away into inconvenient corners. No longer need they be bothered with the inconvenience of removing and replacing them, of struggling to match the threads of the cap with the threads of the tube. There is no such thing as liners falling out, nor can users of Anchor Turret Tubes ever find a liner sticking to the top of the tube...because no liners are used with this unique construction.

- Since the caps are permanently fastened to the tubes, it becomes unnecessary for manufacturers to inspect them for tightness, to replace any that may have jarred loose, or to retighten them after packing. All this production difficulty is avoided.

HIGHLY CONVENIENT IN USE

ONCE the user has started to use a product packed in an Anchor Turret Tube, he will quickly appreciate its remarkable convenience. A slight turn with the fingers, and the aperture in the cap is directly lined up with the aperture in the side of the tube top. After using, a slight turn in the other direction, and the tube is closed.

- Another big convenience is the fact that it is impossible to turn the cap too far or not far enough. An automatic stop brings the apertures exactly in line. Turning in the other direction, too, there is a stop so that only a half-turn is necessary in either case. Literally, a child can do it...and in the dark.

- When a new tube is to be opened for the first time, it is only necessary to turn the cap to the opening position and puncture it. Simple, easy-to-follow opening instructions, with a designating arrow, appear on the shoulder of every tube.

A projecting shoulder or ledge on the tube holds and securely locks the cap on the tube yet allows it to rotate freely. This projection extends around the entire circumference of the cap and is formed by a separate manufacturing operation after the cap is in place.



Here is shown the lug which prevents the turning of the cap beyond a specified point, thus providing the automatic stop that contributes so much to the unusual and welcome convenience of the Turret Tube.

When the aperture in the cap is turned to coincide with that in the tube, the product may then be ejected. The illustration shows the cap in the open position.

....A TURN AND IT'S CLOSED

Sales Advantages *of the Anchor* **TURRET TUBE**

- Present-day conditions demand the unusual in merchandising. Rightly or wrongly, the public has come to expect greater values and greater attention to its desires and needs than ever before.

- Today many manufacturers are turning from the overexploited and temporary stimulus of price appeals and are concentrating on other things...the development of new products, new packages, new appeals to the consumer based on superior features and qualities. The influence of the package itself in arousing the impulse to buy has been widely recognized.

- The new Anchor Turret Tube offers an exceptional merchandising opportunity right along these lines for manufacturers of products packed in collapsible tubes. It provides an incentive for purchasers to buy your product in preference to a competitive one. It gives your present customers an added convenience that will help to hold their good will and future business. It gives you something new to talk about; something different to exploit; something distinctive and appealing to advertise.

- In appearance the new Anchor Turret Tube is outstanding. The lustrous black molded cap, with its distinctive shape, makes a far more attractive package than the ordinary type of tube. It looks as substantial and efficient as it actually is—a feature that is certain to have an important effect upon consumer acceptance.

- In addition to all this, it has the further sales advantage of delivering your product to the ultimate consumer in perfect condition. Which is a highly effective sales point on which your sales and advertising activities can capitalize.



- The specific benefits provided by the Anchor Turret Tube may be summarized as follows:

1. Complete protection of the product until it reaches the consumer.
2. Better protection for the product as it is being used; no lost liners, prevention of evaporation or drying out.
3. A real convenience for the consumer; a turn and it's open...a turn and it's closed.
4. Improved appearance, enhancing the attractiveness of the package and increasing its sales appeal.
5. Caps permanently attached to tubes; eliminating lost caps and the inconvenience of constantly removing and replacing them.
6. Filling and packaging processes simplified; no caps to work loose, to be replaced or tightened.
7. An improved package offering additional sales features for exploitation in selling and advertising.
8. An active force in creating customer satisfaction, increasing good will, and assuring repeat business.

No one can fully appreciate the Anchor Turret Tube from an illustration or a printed description. Only by actually using one personally can you get an adequate idea of how remarkably efficient and convenient it is. Anchor will be glad to supply samples that may be filled with products that you and members of your organization are accustomed to use. Send for these samples for actual test in your own homes.

ANCHOR CAP AND CLOSURE CORPORATION

22 Queens Street : Long Island City, New York

Atlanta • Boston • Chicago • Cleveland • Detroit • Houston
Los Angeles • Louisville • Montreal • New York • Philadelphia
Pittsburgh • Rochester • San Francisco • Seattle • St. Louis • Toronto

does not allow the customer to inspect the contents before acceptance and that a package opened in the home cannot be returned to the dealer only increases the potentialities of loss of good will if integrity of package contents is not preserved and assured. On the other hand, it is obvious that store and warehouse employees must be won to kind treatment of packages by constructive education and proof of self-interest, since it is impracticable to enforce respect for tender packages by any system of policing.

Chances for Improvement in Internal Packaging

While convinced that heedless handling is mainly to blame for the "punishment" that wrecks the contents of a package, while leaving the container intact and immaculate, the experts are inclined to raise the question whether there isn't, also, some obligation upon packers to dodge if they cannot defeat the stresses and strains of bumpy-bump package circulation. They feel that, in many instances, the hazards of thin package walls might be overcome to some extent by a judicious use of the various waddings, paddings, corrugated paper separators etc., which are now available at modest prices.

One packaging engineer at Washington has, in confidence, advanced the theory that in the case of many fragile foodstuff items there is such a thing as too solid or too close-laid packing. In other words he has the theory that snug stowage of contents, with no "cushions" or shock absorbers, defeats its own ends in that the full impact of every blow is communicated to the close formation with the result that something has to "give" and the something is the delicate merchandise.

It is in line with this logic that a gratifying reduction in breakage is reported by the cracker and confectionery packers who have turned to metal containers, loose packed. Not all products, to be sure, are adaptable to this elastic placement. But, with hard crackers, hard candies and the like, it works out that the rigid container takes the brunt of blows from outside, whereas the contents, allowed a reasonable freedom of movement cannot shift sufficiently to do damage yet do have just that leeway in contacts which saves them from the untempered impacts that come to tightly wedged items. Incidentally, current experience with cracker cans strengthens the theory that the cylindrical metal container rates highest in protective capacity.

Hold Back the Dummy Packages

Recent experiences, some of which came within an ace of being serious in consequences, have, in effect, served notice upon all packagers that it is dangerous to allow the dummy carton to outrun the regular distribution of a new packaged product. That is to say there is real risk in forehandedness in display if it is desired to invoke the utmost protection for the package—particularly trade mark protection. The whole situation with respect to "dummies" is just one more exemplification that the package-mark must follow trade, not precede it.

Under modern merchandising conditions, it is entirely natural and logical that a packer, keen to get on the market a new product or a new package, should be inspired to let his display material (including the dummy packages) get the jump on the shipments of regular stock. It takes time to arrange store- and window-displays and it seems no more than consistent to start the shouting ere the regulation packages have left the factory. In a redesign program, where the old packages are not called in and exchanged, there is an extra chance that the new dummies will arrive at stores which have considerable old stock to work off.

The danger that lurks in this situation arises from the fact that package-mark protection, via Federal registration of the trade mark, demands, as a prerequisite, bona fide use of the mark on the goods passing in interstate or foreign commerce. Use of a mark in advertising—and that encompasses, dummy cartons—will not suffice. To be sure, it may well fall out that nobody will notice nor challenge an anticipation of commodity distribution by the complementary display lay-outs. But, if any covetous soul is minded to contest possession of a trade mark, a claim of prior use based on "dummy" proxies might prove a poor reliance for the pioneer user of the mark.

This same moral to the effect that the incidental operations of package promotion may well wait upon the routine of conventional distribution of consumer-units, it is pointed in the situation with respect to sample packages. With introductory packages, as with dummies for display, it may appear no more than a proper economy of time, to rush out the market-cultivators ahead of the standard stock packages. But the packer who has a new package-mark or is applying an old trade mark to a new class of merchandise is taking too much for granted if he assumes that use of the mark on free sample packages establishes a legal date of first use and clinches his claim to sole rights in the mark. Why, even standard stock packages when shipped, unsolicited, to dealers who were not expected to make payment for them have failed to qualify as "dated" in support of trade mark registration. Summed up, considerations of package security call for primary, utilitarian use of the package-mark from the outset, with all promotional exploitation to follow after.

Justice Holmes On Package Protection

The Baker Extract Company of Springfield, Mass., in a recent contest with the Walker Manufacturing Company over rights in package features did a good turn for all package protectionists. It unearthed an opinion by Justice Holmes, when he was in the Superior Court of Massachusetts, which may gradually gain recognition as the foremost pronouncement in American history on the right of injunction for restraint of package imitation. It is not merely that the analysis is at once sound in logic and practical in application. Rather that this classic expression will gather significance from the tremendous recognition which has come (Continued on page 76)



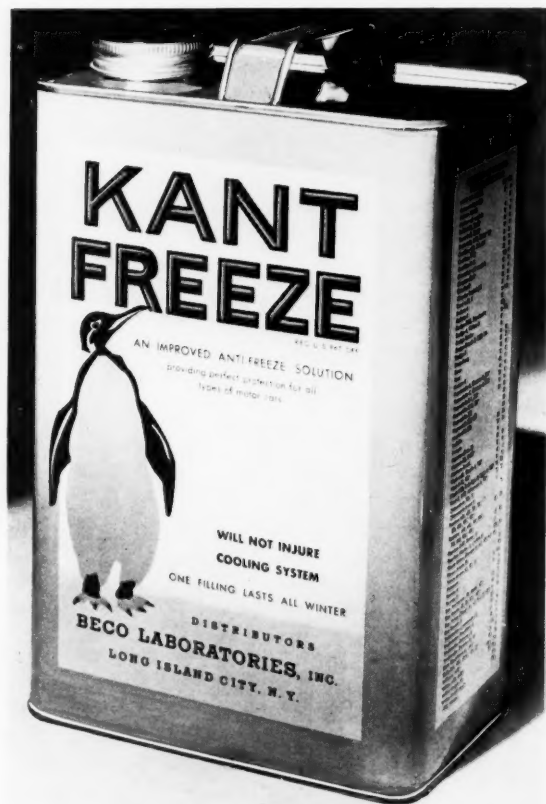
The Apex Laboratories, New York City, has attractively assembled all those essentials necessary for beautiful nails—rose and natural polish, polish remover, cuticle remover, nail file, emery stick, orange stick and cotton, and an attractive tray of opal glass. This is just another interesting example of what can be done with a combination package—one that will sell just as well as a holiday gift package or as an all year 'round package. Courtesy of Anchor Cap & Closure Corporation

In a recent radio talk, "Trends in the Food Trades," Dr. Julius Klein, Assistant Secretary of Commerce, said: "Make no mistake about it, the combination of good advertising and keen selling has a very pronounced influence upon our eating habits. Let us examine, for a moment, certain experiences of one of our up-to-date food retail organizations with a few of its products. One of its fairly consistent lines had been a certain variety of preserves. A new type of jar was developed after careful study, with the result that sales increased, during the twelve months following its introduction, nearly 23 per cent over those of the preceding year—same product, but a new container.

"The same company adopted a more attractive container for its baking powder and was rewarded by an increase in sales of 76 per cent. Most striking of all, however, was the case of a gelatine dessert. The product itself was a good one but sales had not been breaking any records, so the artillery of modern merchandising was brought into play. The name of the gelatine was changed, a more attractive container was adopted, and local store managers and clerks throughout

the country, backed up by a well-conceived advertising campaign, were instructed to give it all the advantages of proper display. As a result, sales of the product bounded ahead with an increase of more than 346 per cent over the last year before the changes had been effected. Such increased sales inevitably result in economies whose benefits—because of competition—are passed right along to us consumers.

"This matter of containers is an important one in the food trades. Take, for instance, that always necessary staple, flour. In our grandmothers' time, the housewife bought it by the barrel—not as sanitary as it might be, and not always economical. Now, even if we are fortunate enough to have a house with a pantry, we do not have to crowd in a whole barrel of flour. Until recently, the 24½-lb. sack was the most popular for domestic use, but now the trend is toward still smaller packages that are easily handled in the compact kitchens of the houses and apartments of today with assured freshness and cleanliness of the product. These space-saving modern kitchens, incidentally, would hardly be practicable if it were not for the compact form in which we are able to buy our foodstuffs. There is a closer connection than might appear at first glance between the food distributor and the architect!"



Appropriate and exceedingly well done, this design, used by Beco Laboratories, Inc., stands head and shoulders above those ordinarily used for similar products. The design is by Gerta Ries-Wiener, and the can is manufactured by Metal Package Corporation

Corporations and Educational Cooperation in Package Design

By William Longyear

Supervisor of Professional Contracts, Pratt Institute

ONE of the most encouraging indications in the trend and progress of package design may be witnessed in the cooperation between industry and Pratt Institute. About half of the work carried on in the packaging group at Pratt is done at the solicitation and under the supervision of industry.

All professional projects are accepted at Pratt on the basis of their educational value. The client must be willing to contribute toward a thorough understanding of the problem, its background and the desired objective. This practical "tieup" should not be thought of as competition with professional designers. While substantial payment is frequently offered for accepted designs, many such projects are refused either because they do not present a new experience or because the client obviously seeks to avoid paying the legitimate fees of established designers.

The typical method of procedure might be described in recalling a recent project carried to a satisfactory conclusion in the Pratt packaging group. Because of trade reasons the name of the company whose products were styled must be withheld. It is sufficient to

say that this manufacturer is the second largest in one of the most important branches of confectionery manufacture. For convenience call it the Jones Company.

The Supervisor of Professional Contracts at Pratt receives a letter which indicates that the Jones Company



Photos by Rehnquist



Recent designs prepared by students of Pratt Institute for the General Foods Corporation

wishes to present to the packaging group the problem of restyling its entire line. The supervisor interviews the Jones advertising director, finds his problem interesting and a sincere desire on the company's part to cooperate in the project. The Jones advertising director presents the problem directly to the students who immediately begin research work concerning the growth, harvesting and manufacture of the product. A visit is made to all departments of the factory under the guidance of a Jones plant chemist. Processes from the raw product to the packaging are seen and explained to the students. The Jones Company provides house organs and other literature to give a comprehensive background of their product.

The students then begin their visual sketches keeping in mind appropriate color, family resemblance, display value and the fundamentals of good package design and merchandising. This work is carried on under the supervision of a Pratt instructor who is himself a professional designer. The Jones advertising director makes two more visits to Pratt where he contacts the students while the work is in progress. It might be added that on the last visit he is accompanied by the sales manager who criticizes the designs from the sales angle and picks the outstanding possibilities. The students are paid a reasonable fee for designs accepted and reproduced. Regardless of the success of the Jones project, Pratt ethics do not allow acceptance of a second project from this client during that year.

The photographs accompanying this article illustrate a project carried out under the supervision of a packaging executive of the General Foods Corporation. This is but one of the many companies of high calibre who have shown their interest in what is perhaps the only class in the country devoted exclusively to package design.

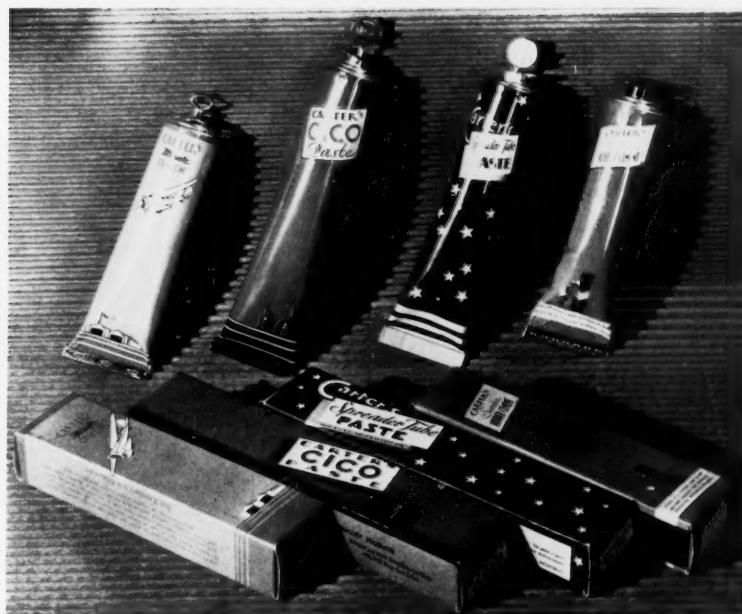


This combination package for a diuretic laxative is used by Shadowfoam, Inc. Directions for use are carried on the labels which extend below the lower part of the box holding the two bottles. Closures are by Anchor Cap & Closure Corporation



"Just like grown-ups—hangers and a place for everything," is this doll's trunk which makes a big hit with the infant generation. Real hinges, too, and brass corners and knees—it's an exact duplicate of those one sees on the station platform or steamship piers. These boxes, ingeniously made, imitation leather covered and paper lined, are manufactured by H. Fleisig, Inc., this company also holding the patents on the novel features and their construction. The illustration shows the trunk in open and closed position

New packages used by Carter's Ink Company for adhesives suggest family resemblance and reflect individuality



Consistency in Tube Design

By Francis A. Westbrook

THE Carter's Ink Company of Boston has placed four new tubes of various kinds of adhesives on the market as a part of its program of furnishing a complete line of stationery supplies. Last spring this company decided that it would be advantageous to put up its products in such a manner that they would have sufficient display value for the retailer and not be stored out of sight; also, that the user would feel that they were decorative in the home or office and worthy of being kept in sight. The first effort in this direction was the Carter's Jewel Case described in the August, 1932, issue of MODERN PACKAGING, consisting of four small and attractive bottles of distinctively colored inks in an equally attractive box suggestive in appearance of a quaint jewel case. The success of this Jewel Case, due to the displays it was given in the stores and its sale in stores where ink had never before been sold because of its prosaic appearance, not to mention its attraction to the consumer, was such that the company decided to restyle two paste tubes for the same reasons, and add two entirely new adhesives.

These four tubes have a certain similarity which suggests that they belong together. In the first place, the tops or working ends are stepped down in a series of three to the opening which takes away much of the otherwise clumsy appearance. The tubes are lithographed in different colors but these are subdued and in good taste, so that in appearance the tubes are attractive, and there is no impulse to keep them in the desk drawer.

Each is placed in a neat carton which makes use of the same color scheme and the same design as on the tube.

The four tubes in the line contain the two new products, Sumatra Rubber Cement and Minute Cement, Cico Paste, and the Spreader Tube containing liquid paste, the latter two being old products in new dress. A brief description of each of these tubes will give an idea as to their detailed make-up and character.

The Sumatra Rubber Cement was included in the line because it is so widely used by advertising people, artists, engravers and others. It does not wrinkle paper and makes it possible to remove pasted material without tearing, even after it has been set for a long time, and is also non-inflammable. The lithographed color of the tube is a rich tan with a simple picture of a native coolie tapping a rubber tree at the bottom. This gives an appropriate oriental feeling which the name, "Sumatra," helps to carry out. At the top of the tube is a "ticket" with a white background and green border with the legend "Carter's Sumatra Rubber Cement." The lettering is in tan corresponding to the color of the tube, except that "Sumatra" is in green. This green is the same color as the coolie's shirt and the receptacle in which he is collecting the sap from the rubber tree. The color of the tree trunk is a dark brown or chocolate, and the lettering on the back of the tube giving directions for its use is in the same color. The tube also has a molded screw cap of the same color. The carton carries a similar design in the same color scheme. In the carton

is placed a small folder telling what the cement is and how it is used.

The Minute Cement tube, the second new product, carries out the same idea as to decorative design as the tube just described. There is a small picture at the bottom, in this case of an airplane hangar which goes well with the picture of the airplane at the top. This airplane motive has been used to suggest the speed with which the cement dries and furnishes the reason why the name "Minute Cement" has been adopted. This type of cement is widely used in the household for repairing various things and takes the place of old fashioned cement for mending crockery and glassware as well as metals. Perhaps the best customers are boys who use it for model airplane building. This tube is also of tin. The end is sealed and a small screw-eye, attached to the bottom by a rubber band is provided to make the necessary opening. The body of the tube is robin's egg blue in color and the "Carter's" and "Cement" are in dark blue, as is the roof of the hangar. The word "Minute" is in black and the outline of the plane and of the hangar are also black. The plane itself and the front and sides of the hangar are white. It will also be seen that the labels, or tickets, on the three other tubes are placed at a similar angle, thus giving further uniformity to the line of packages. On the back of the tube are the instructions in black lettering for the use of its contents. The carton for this tube has the same colors and the same design as is on the tube.

Cico paste is one of the company's old and well established products. It has been placed in a new container to make it a part of, and consistent with, the newly established line of adhesives. This tube is of lead and has a plug cap, or stopper. The same general statements also apply to the Spreader Tube of hard paste. The Cico tube is dark green in color and carries a broad black band at the bottom, relieved by three white lines,

which casts as a base for reproductions of two of the larger paste containers in silhouette. Near the top is the ticket as shown in the illustration. The background is gray in color, "Cico" in red, "Carter's" and "Paste" in black, with a broad red line on the left and bottom, giving the effect of a shadow. The color of the carton corresponds to that of the tube, as does the design.

Package Improvement Increases Sales

By means of a new package and aggressive sales promotion which the package makes possible, Ever-Dry, a non-perspirant, is increasing its sales volume in the face of current adverse conditions.

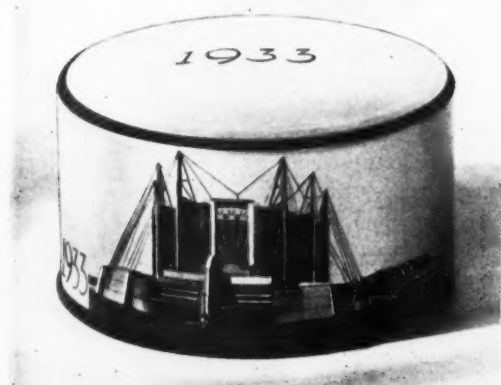
The new bottle, which holds 25 per cent more, while modern and smart, avoids trying to look like a perfume bottle. Tie-up with the old package is maintained by a



somewhat similar bottle shape and the predominance of purple in the color of the label. Bull's-eye attention value on counter or shelf results from the circle on which the name appears.

The most important feature of the new container, however, is an exclusive soft white wool applicator, which is convenient to use and appears to be an instant favorite. Another innovation is the placing of the Good House-keeping seal on the side of each bottle. It thus does not clutter up the label itself and at the same time is prominently displayed.

The accompanying illustration shows the new bottle in place on a counter display card. The latter points out the advantages of the new package and also demonstrates an actual Ever-Dry applicator. The product itself has not been changed, but the package improvements are furnishing ample material for vigorous consumer advertising.



Commemorating the Century of Progress, Franco-American Hygienic Company of Chicago is distributing its new "1933" face powder in an attractive round box which illustrates Chicago's World Fair skyline, as shown. Removal of the cover discloses the shade of the powder through a transparent "keyhole"



Each of these displays offer convenience and utility to the retailer as well as to the purchaser of the merchandise

Photo by Rehnquist

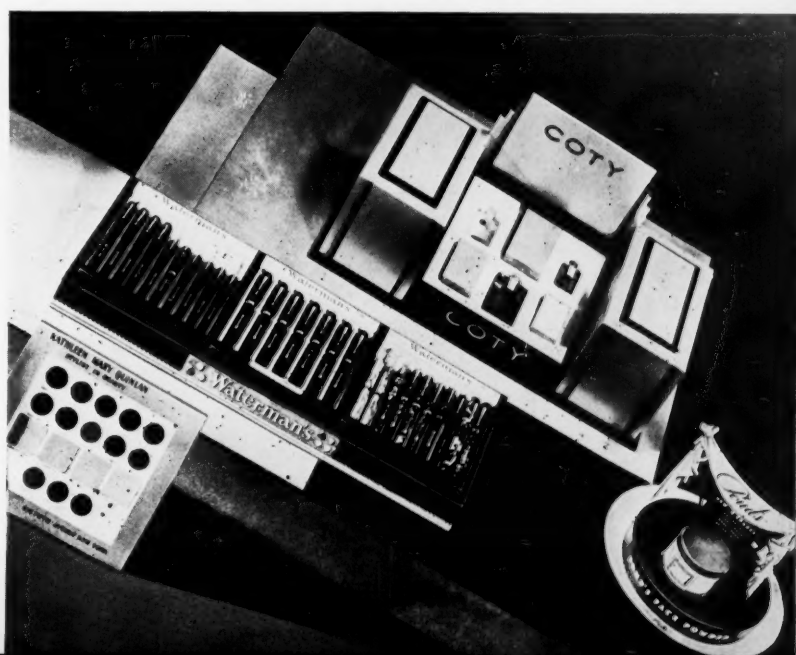
Presentation Appeal in Boxes and Displays

TO INCITE INTEREST in his products as they are shown in contrast to or in competition with other products in the average retail store, the manufacturer, if he is to maintain a constant volume of sales, must consider some suitable means of presentation appeal. To expect the product itself to do a complete "selling job" is seldom a successful procedure; to supply some form of display or "background" which serves to concentrate attention to the merchandise is more productive of results. If, in addition to this advantage, convenience and utility can be incorporated in such displays, so much the better, for this supplementary appeal also registers to good account with the prospective buyer.

Shown in the accompanying illustrations are a number of boxes and displays of ingenious design which have been successful in creating this presentation appeal. The Morrison tray

display exemplifies the utility idea since the tray can be used on an office desk or at home as a pen and pencil stand. The two ring display boxes—one in black and silver and the other in blue and silver—offer an interesting departure from the usual type of box used for this purpose. Likewise the ring stand display in black and gold. The Bulova Lone Eagle box, of embossed wood, embodies a "lift-up" arrangement by means of which the article is raised to the surface level. The use of the display card which slips into the two grooves at the back of the box provides a display (Continued on page 72)

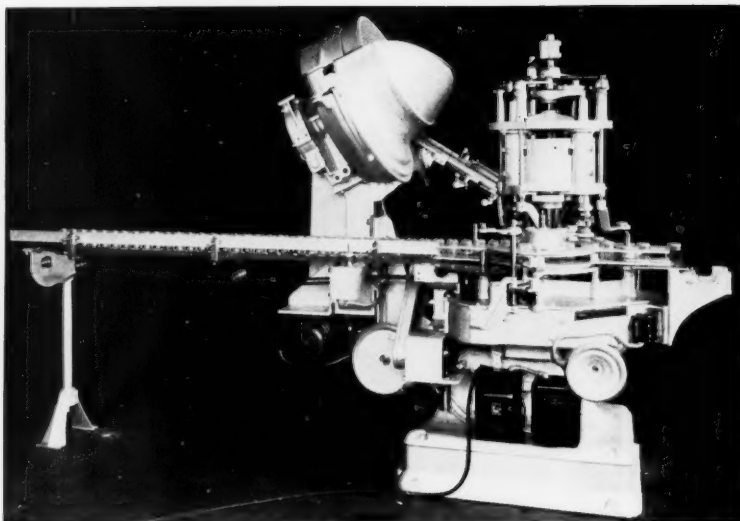
Four merchandise displays which combine originality of presentation with sales appeal for the products



Stream-line in appearance and efficient in performance is the modern automatic capper and cap feed equipment

From Corks to Caps

By Wm. K. Embleton
Pneumatic Scale Corporation



CORKS, as used for closures, reached the peak of their popularity about ten years ago. Prior to the use of cork, bottle closures were of a make-shift nature—amateurish and varied in make up—wood, skin, wax and other materials being used with indifferent success.

The newly developed art of packing food and other commodities in glass was making rapid strides and gaining in popularity. Perhaps the greatest handicap to its further rapid growth was the closure problem. For this reason, the packer's attention was fixed keenly on ways and means for its solution. The closure problem was the limiting factor curtailing the use of glass as a popular container.

The cork closure era gave birth to more inventions of sundry and fancy types of corkscrews than to toys or talc boxes, corkscrews that would pull the stopper from an ounce size vial, or the life preserver size stopper from a pickle bottle, without spraying the pullee with a shower of pickle house brine.

While still a useful tool, the corkscrew is rapidly going the way of the Dodo bird. We are living in a time, facetiously described by a lecturer, as one in which "only an optimist would go to a corner drug store expecting to purchase a corkscrew."

Changes and improvements in all branches of the packing art have been radical and rapid in the last decade, but in no branch of the art have these changes been so noticeable as in the field of package closure, particularly in methods and machines for screw capping glass containers.

On the one hand, glass container manufacturers were fighting for their place in the sun. Capably adding attractiveness, beauty and practicability to their glass forms, they were setting a hard and fast pace for the closure people.

The advent of the plastic moulded cap brought about a new line up in the closure field. Cork and some other

forms were being forced into the background. The plastic cap designers vied with each other in evolving new forms and finishes, which broadened the glass man's field tremendously.

Glass and closure men were champing at the bit with the lucrative lure of new markets urging the birth of oddities in shapes and finishes from the fecund minds of artists and advertisers. A new art had come into being, bringing with it a number of establishments devoting their energy to new package design.

Threaded glass and screw closures, during this first period of probation, depended on the human hand or hastily devised tools for their application. At first, screw capping was practically limited to a few wide-mouthed jars, and it was on this type of jar that the screw cap closure proved its worth. But the human hand failed to stand the strain of turning on caps, which brought the definite need of mechanical screw capping to the fore.

Between the two fast working forces of glass and closure competition was the machine manufacturer. It was only a few years back that a machine draftsman, with an inventive flare, submitted to his superiors a basic idea for a screw capping machine. The idea was good, but the field was new. At the time, it was difficult to look ahead and visualize an outlet sufficiently large enough for a single purpose screw capping machine—one broad enough to absorb the necessarily heavy cost of development. As a compromise, a machine of a somewhat hybrid design was evolved—one that in the event screw capping proved a passing fad and faded from the picture could be readily turned into a crown capper and the development cost salvaged.

Never was a vision so short-sighted. The field did not wait to be visualized. Human hands tired. Hand turning of caps was necessarily erratic. Consequently, before the machine design was completed, a healthy demand for mechanical screw closing (Continued on page 68)

A Package Testifies for Product Quality

By Charles J. Hauk, Jr.

Pittsburgh Testing Laboratory

WITHIN a few months after Regal Paper Company's "Texlin" toilet tissue appeared on the market in its new redesigned package, carrying scientific laboratory certification of the product, distribution of the product increased substantially. A nation-wide chain which had previously sold Texlin in some fifty per cent of its stores took it on for all stores. A modernized package with a modernized advertising appeal did the job.

It was not remarkable that considerable attention was given to the problem of redesign of the Texlin package. Earle H. Benson, president of Regal Paper Company, expects the packages of Regal's fifty or more products to do a full share in moving the stock from dealers'

It is one of the important items in the Regal line. The problem of redesigning the package was turned over to Martin Ullman. The accompanying illustrations of the old and the new packages show the design problem and the solution.

The old package had approximately fifty per cent dead area—space that carried no advertising message. The background color of the wrapper was a rather dark shade of the pastel tint of the roll of paper. Some confusion as to the shade of paper contained in the package was caused by the fact that the wrapper was printed in three colors—the background shade, black and a contrasting shade which showed up rather prominently because it was used on the decorative figures—the colonial lady, the framed picture, the chair, the wall decoration and the narrow line around the wrapper just above the lower edge. The name "Texlin" appeared at the front and back of the package, in white, and the advertising copy was limited to the legend "Toilet Tissue Perfumed" in black type on the front of the package and a small block of copy in very fine print on the back above the trade mark.

The first step in redesigning the package to make it do a better selling job was to analyze the important points



Old and new packages, front display side

shelves. Under Mr. Benson's direction, Regal products rely on intrinsic quality and packaging of attractive appearance and strong advertising appeal for sales results, rather than on consumer advertising. And the plan has worked for Regal. Without consumer advertising, the company's 1929 business volume has been maintained through the lean years of 1930, 1931 and 1932, and its factories have continued to run at full time.

"Texlin" is a perfumed toilet tissue, in rolls of 1000 sheets $4\frac{1}{2}$ in. by 5 in., sold in a range of pastel shades.



Old and new packages, rear display side

to be brought out so that extraneous matter could be discarded. To dispel possibility of confusion as to the tint of the paper in any package, it was decided to use a one-color wrapper, printed in a light pastel tint—a particular tint for each paper color in the line, so that contents of any package could be identified at a glance. The lighter shade of the tint also has the effect of heightening the appearance of width in the package, making it look like a bigger roll. The designer found that only about one-sixth of the area of the wrapper is readable from any one angle, and accordingly divided the wrapper into six blocks of equal size, each to carry a selling message, so that the problem of dead area would be eliminated. The name "Texlin" is placed in the center of two of these blocks, appearing in white against a solid pastel ground with a single descriptive word appearing in script at the upper and lower edge of the block. Thus several important selling points are presented simply and readably through use of the separately displayed words "perfumed," "sterilized," "soft," "absorbent," and "safe and pure." Alternate blocks of the wrapper carry narrow parallel waved lines at the upper and lower edge, with white space in the center in which the same script lettering carried the legend "toilet tissue." The effect of the alternating design of the blocks is to add an extra height as well as width to the package.

The sixth block of copy on the new package presents a new sales appeal. Against the pastel background appears a block of copy printed in white, informing the purchaser as to the quality of the product. This states that "Texlin" has been tested and analyzed by the Pittsburgh Testing Laboratory for its absorbency, texture, strength and freedom from objectionable chemical or other substance. Based on the results of these tests, this nationally known laboratory has given its approval in that (1) Texlin is free from acids, alkalies or other chemicals or substances likely to be irritating or injurious, and (2) Texlin is soft and uniform in texture, free from harsh fibres, and possesses the desired combination of strength and high absorbency necessary to a quality product of this nature." This was the only block of copy on the new package.

The purpose of this new feature of the wrapper is to justify to the purchaser the slightly higher price which Texlin commands because of superior quality. Incontrovertible proof of this quality should appear on the package itself, Mr. Ullman believed, if the new package were to do its full share of the selling effort. To this end, he recommended that tests should be made by an impartial laboratory with a view to getting an unquestionable statement of the superiorities of the product. Pittsburgh Testing Laboratory, largest and oldest independent research organization of its kind, made exhaustive tests, and so a summary of its subsequent report is reproduced on the new wrapper.

When the new package was presented to an executive of the chain he sent out a letter to all his store managers, commenting on the value of scientific assurance of quality

of the product and on the importance of the new wrapper. Sales of Texlin have mounted steadily since the new package appeared, and are now approximately 357 per cent ahead of the 1929 level. The saving on the production of the new package over the old is 66 per cent.

New Carton Does the Selling

The power of modern packaging and display methods to actually sell goods is being proved by Kondon Manufacturing Company in the introducing of its new product, Kondon's Jelly with Ephedrine. Investigating packaging and display methods used by other manufacturers of a similar product, the company found that existing packages lacked display or sales appeal and that leading brands were not using display cartons.

This situation presented an opportunity which the company has made use of effectively. A tube design of modern simplicity was perfected as shown in the ac-



companying illustration. The color scheme is bright blue, green and white. As Kondon's Jelly with Ephedrine is used to relieve colds this is especially effective. These colors suggest coolness—a welcome thought to the person suffering with a cold. This tube design is simple and well balanced. The handy nasal tip completes the design effectively and is convenient for the user.

Harmonizing with the tube is the carton design and that for the counter display. The latter reproduces the tube life size. It contains six boxes, yet occupies a space on the counter only 4 in. x 4½ in. In design and display, as well as in color scheme, this new product is proving the importance of package style as an effective means of selling even medical products.

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Heetfield-Tillou, Chicago

ANOTHER WINNER: Cup winning entry in the carton group of Modern Packaging's All-America Twelve Competition, 1932. Three of the four sizes of Campana's Italian Balm Packages are sealed with Phoenix Metal Caps. PHOENIX METAL CAP CO., 2444 West Sixteenth Street, CHICAGO

Here and There in the Packaging Industry

During March the registration of visitors at the Permanent Packaging Exhibition, 425 Fourth Ave., New York, N. Y., totalled 102, although the actual number of visitors considerably exceeded this figure. Among those listed were:

W. A. Dolan, Wilbert Products; Winifred Coughlan, Marcus Ward, Inc.; F. A. Hodges, Jr., Frank Presbrey

This acquisition does not include any real estate, but transfers molds owned by the latter company, customers' models and certain equipment.

During the first three months of the current year there has been a steady recovery in the production of paper boxes from the unusually low levels which per-



This window display of Johnson & Johnson "Red Cross" products is being shown in the Permanent Packaging Display during the month of April, being one of a series sponsored by MODERN PACKAGING. This lithographed display was designed, made and installed by Einson-Freeman Company, Inc.

Co.; K. A. Walsh, Whiting Paper Co.; J. T. Crandall, Ashaway Line & Twine Mfg. Co.; A. M. Cate, Carter's Ink Co.; F. A. Higard, H. J. Heinz Co.; F. J. Connelly, Proctor & Gamble; M. J. Harmist, E. R. Squibb & Sons; Albert J. Olson, Continental Baking Co.; C. M. Bolser, Henry Heide, Inc.; W. Marchese, L. I. Macaroni Co., Inc.; N. Smith, Institute de Beaute; A. H. Dean, Eastman Kodak Co.; C. R. Guthrie, Pacific Egg Producers; G. Shulman, Standard Comb Mfg. Co.; R. E. Chumasero, The Maillard Corp.

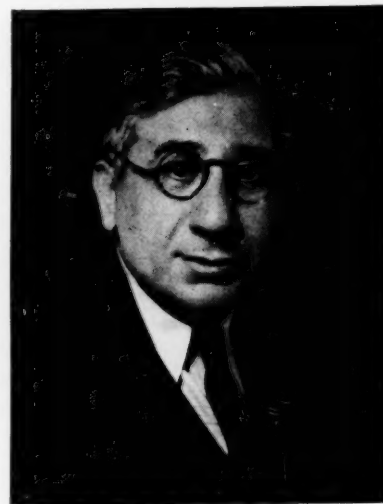
Ottawa River Paper Company, Toledo, Ohio, is now represented in the Eastern territory by W. H. Walker, 67 W. 44th St., New York, who is handling the line of display stands and counter baskets made by that company.

The Cin-Made Corporation, Cincinnati, Ohio, has recently appointed J. C. Cullen as its representative in Central Ohio. Mr. Cullen will make his headquarters at 301 Tibet Road, Columbus, Ohio.

Auburn Button Works, Inc., Auburn, N. Y., has taken over the active business of Allen & Hills, Inc.

sisted during a greater part of 1932. Inquiries have become more numerous since the middle of March, attributed to the better feeling in distributive channels and to the possibility of price advances. Prices of box board materials already are higher and quotations have been

Morris M. Einson, President, Einson-Freeman Company, Inc., whose window display is shown this month in the Permanent Packaging Exhibition



HEEKIN CANS



HAVE you ever heard of Heekin White? It is known throughout the industry—wherever lithography on metal is discussed—and Heekin red is just as famous. In fact, Heekin colors reproduce the rainbow—with all shining brilliance of vivid reproduction. This is an age of progress—and your product must keep step with the march of products from the shelf into the home. Let us assist you in making your package modern and economical. **THE HEEKIN CAN COMPANY, CINCINNATI, OHIO.**

With
**HEEKIN
HARMONIZED
COLORS**

withdrawn by many concerns, in anticipation of an upward movement, according to a survey of the paper box industry, which has just been completed by Dun & Bradstreet, Inc.

"Long-deferred orders," the survey points out, "now are being placed by manufacturers of shoes, clothing, shirts, and wearing apparel. The wide popularity of the jig-saw puzzle in recent months has kept many of the paper box factories at a higher rate of activity than otherwise would have been possible, in view of the tardiness with which requirements have been covered this Spring.

"The importance of revitalizing sales by changing the design and color of the paper box, package utility, and the effect of printing and other packaging essentials on the product," the survey points out, "now are receiving the consideration of some of the trade organizations, which are trying to establish a market research bureau to determine packing selection, and to promote packages designed for household uses after the contents will have been consumed.

"The consideration of the paper box as a positive factor in sales effort is of very recent growth. Until a few years ago, packages were designed for protection, with the merchandising feature given almost no attention. Now, however, the advantages of the container do not end with the protection of the contents from unsanitary contact and the preservation of the quality, for cognizance is taken of the resultant elimination of unnecessary handling and packing, which enable the retailer to handle a larger volume of business without increasing the size of the sales force. In addition, the packages always are in full view to attract the potential purchaser, and are within easy reach of the salesmen. Beauty, style, and good taste have become the plus factors in modern business, and always are on the profit side of the balance sheet."



Effectively demonstrating the use of the device it displays, this counter card for Mento-Twin Jr. is obtaining consistent sales for that product. A similar card is used for Menthulette (for headaches)—a single tube inhaler. Both displays are products of Forbes Lithograph Mfg. Company

It's the Hobs''

Modern packaging methods have been adopted by the Barber-Colman Company in providing a container for its hobs which sold to the mill supply trade. The primary objects of this package are to have something which will



Protection of its contents, as well as to provide suitable storage when the tool is not in use, is the purpose of this well planned and serviceable box

protect the hobs, which are precision tools, from contact with each other on the customer's shelves, keep them from rusting, make it possible to store them neatly and which will act as a continual and conspicuous advertisement for themselves.

This container is a metal box with rounded corners, approximately square in cross section. The outside is a dark brilliant blue which shows conspicuously on the shelf or wherever it is placed and the lettering, as shown in the illustration, is in white. An interesting detail is that space is provided on one side, also shown in the illustration, in which the specifications of the tool contained in the box may be written. This is done with a specially prepared ink intended to stand a good deal of handling, oil and shop abuse.

The box is large enough to contain hobs up to 3½ in. by 3½ in. in size and when packed for shipment steel spacers are used to keep the tool centered so that it will not come in contact with the sides and be dulled or damaged in any way. The spacers may be thrown away when the hob is unpacked. For small hobs corrugated board is used at the top and bottom as well as spacers with proper studs to fit the different sized holes to support them.

One of the Nation's Largest Selling Coffees with an AMBER GLASSINE lined bag for flavor retention and coffee oil resistance

WAXED DIAMOND wrapped for moisture protection, transparency and economy.

CELOWAX LINED for high moisture protection at low cost.

RIEGELITE WRAPPED for high moisture protection, high transparency and tremendous savings.

COLORED GLASSINE for a distinctive eye-catching wrap.

A RIEGELINE BAG for very high transparency at low cost.

HERE IS A RIEGEL PAPER FOR EVERY PACKAGING NEED

The Riegel Mills make the widest variety of packaging papers in the country. In addition to Embossed, Plain, Waxed and Printed Glassines—Greaseproof—Waxed Sulphite and Imitation Parchment—an endless chain of special papers are made to fit the specific needs of individual manufacturers.

What does your product require? Moisture resistance, moisture retention, grease resistance, economical transparency, a self-sealing wrapper, a wrapper that will not dry out and crack? Whatever the requirement, there is a Riegel Paper adapted to your needs, or we can make one for you. Our prices are designed for substantial savings.

Send for
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packaging papers,
large samples
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RIEGEL PAPER CORPORATION

342 Madison Avenue, New York, N. Y.

Editorially Speaking — —

We Hold An Annual Style Show

Each year it has been our privilege to present, for the service of our readers, an expression of opinion from manufacturers of decorative papers and box wrappings and from other competent authorities as to trends in designs, colors and utilization of those materials. We have every reason to believe that such summaries have been helpful in the selection and planning of paper boxes, that they have to some extent promoted a better understanding, among consumers, of the purposes of set-up boxes, and have encouraged their greater and more diversified use.

From various sources we learn that there has been an improvement in the sales of paper boxes—an encouraging sign even though its interpretation may not be taken at face value by those interested. The fact remains that even an indication of the sort deserves consideration and justifies whatever stimulation is possible. A greater use of paper boxes not only results in better business for the paper and box manufacturers but it enables them to extend their development and production activities in directions which bring about an improvement in their products, and result in a benefit to the users.

Until this year we have had to confine our efforts in the encouragement of this branch of the packaging industry to information which could be published in MODERN PACKAGING, to limit these expressions to the printed word and the reproduction of illustrations and, in some instances, to a showing of actual samples in miniature size. With the move to our present quarters, however, we are now able to supplement this service and to present in visible form actual samples of boxes and wrappings, together with complete correlative data concerning each. In other words, the Permanent Packaging Exhibit is definitely a part of the service offered to readers of the magazine.

During the month of May all of the available space in the Permanent Packaging Exhibit will be devoted to a display of set-up paper boxes as well as fancy and decorative papers and box wraps, to be known as the Annual Style Show. Samples of paper and catalogs together with other information, will be available. In addition it is planned to hold, during that month, at least two evening meetings at which addresses will be made by those prominent in the fancy paper and set-up box industries, invitations to which will be issued. The May issue of MODERN PACKAGING will likewise be devoted to the encouragement of the use of set-up boxes and box wrappings.

Coming at a time when many stocks of boxes and wraps are depleted, when new ideas are essential to improve and, in frequent cases, to maintain sales, the opportunity to secure complete packaging information—

afforded by the tie-up between observation of actual examples in the exhibit and study, as offered in the subject material published in the May issue—assumes tangible and useable form.

Sound Doctrine in Package Utilization

We believe that a plan such as the above, similarly extended to the various groups which compose the supply branch of the packaging industry, can accomplish considerable in bringing about a comprehensive understanding, by consumers, of the relative merits of each type of container and other material that enters into the assembly of a package, as well as the equipment that may be necessary for that assembly. With such an understanding, the manufacturer who contemplates the use of a package, whether it be his initial effort or that of a revision of his present package, is enabled to reach a more favorable decision, for the reason that he can make comparisons in determining the particular type of package which is most suitable to his product.

There is no gainsaying the fact that certain types of packages and equipment are more suitable to some products than to others, regardless of competitive argument. It is through the appreciation of this principle that substantial material and equipment producers have progressed, each in his own branch, while others have remained at a standstill or eventually passed out of the picture. There is still room aplenty for those who can promote their products on the basis of *consistent* and *adaptable performance*.

To the encouragement of this policy—to the carrying out of plans which will signalize, in turn, each of the various supply groups, MODERN PACKAGING is pledged. It appeals to us as good, sound doctrine, and the type of service due the packaging industry justifies nothing less.

They Still Ask Questions

Elsewhere in this issue is a mention of inquiries regarding packaging problems which we have received during the past month. All of these indicate a lively interest on the part of manufacturers who recognize the sales ability of packages—an urge to take advantage of an effective and proven medium for the distribution of their merchandise. In the face of such evidence, one is more than inclined to believe that the packaging industry "do move."

A. E. A. Blushkin.

Dennison



• 23 •

FULLER BRUSHES are known from coast to coast—known for their dependability, and easily identified by their bright-colored tags, made by Dennison.

• 24 •

TIE FIX, the clever tie-clasp made and sold by the Prince-Leigh Products Corporation of Cleveland, is smartly displayed on thousands of

dealers' counters. The display cards and boxes were made by Dennison.

• 25 •

PAINE'S TABLE OIL, product of the famous Paine Furniture Company of Boston, is another example of a good product attractively labeled by Dennison. Note the excellent design of this smart, dignified label.

CAN HELP YOU SELL

Package appeal means sales, and that is why manufacturers the country over turn to Dennison—first. They know Dennison is thoroughly experienced in every phase of packaging...in designing seals, labels, tags...in printing Cellophane wrappers...in blending colors, lithographing cartons, creating complete packages...and always with the aim of the manufacturer in mind: to sell more goods.

Check with Dennison today on your present package. Just use the coupon—we do the rest. Dennison Manufacturing Company, Framingham, Mass.

DENNISON MANUFACTURING COMPANY, Dept. D-227
Framingham, Massachusetts.

Please tell us how Dennison Service can help us.
We are interested in the items checked below.

☐ Tags ☐ Seals ☐ Labels ☐ Displays
☐ Printed Cellophane ☐ Boxes ☐ Package Inserts

Name.....

Firm.....

Address.....

City..... State.....

See DENNISON first ▶

New Molded Plastic Packages



Appealing to one's hobby is often a means of promoting a sale, and when, in addition, the device or "gadget" used as a persuader is of practical value it is enthusiastically received. The illustration directly above offers a timely suggestion for increasing the appeal of a shaving cream tube—providing a molded cap with a spike which converts it, upon removal from the tube, into a golf tee. Both sexes should fall for it. Although the golf tee cap offers no difficulties in molding and costs but a fraction more, it is felt that it will give a greater incentive to purchase and repurchase, will offer an added value and will bulk



up the package more by requiring a larger carton. Simon de Vaulchier of Industrial Design, Inc., designed the cap for use with black molded Durez. Photo by courtesy of General Plastics, Incorporated.

Making use of colored closures as a means of identifying nail polish colors is the smart idea employed by the Fort Orange Chemical Company of Albany, N. Y. Unless afflicted with color blindness, the store clerk or user, without looking at the label, can tell from the Artmold caps the color of the polish in the bottles—so that both retailer and consumer are rendered a service. These applicator caps conform to the shape of the bottles and are provided with vertical ridges which make them easily removable. Photo by courtesy of Armstrong Cork & Insulation Company.

Fulfilling a desire for a compact, convenient and attractive desk set, the Carter's Ink Company of Cambridge, Mass., recently introduced the above-illustrated combination made of black molded Bakelite. The glass ink bottle is capped with a closure of the same material. Photo by courtesy of Bakelite Corporation.

Versatility in Packaging



CARTON WRAPPING

Machines which wrap cartons in printed wrappers, Cellophane, glassine, waxed paper, foil, printed transparent wrappers, etc.



**Carton & Bag Making
Filling and Sealing**

Combination carton-making, bag-making, weighing, filling and sealing machines, for such products as coffee, tea, rice, sugar, etc.

WHEN seeking package improvements...a way to wrap a new product...or lower costs...it pays to consult an organization that is equipped to provide machinery for producing practically any type of package.

These broad classifications will give you some idea of the wide range of our machines. This versatility means that you can secure the kind of package best suited to your product—and at minimum production cost. Consult our nearest office.



PRODUCT WRAPPING

Machines which wrap the product itself in printed paper wrappers, Cellophane, glassine, waxed paper, printed transparent wrappers, etc.



BUNDLING

Machines for enclosing packages in bundles of a dozen or half-dozen lots. Machine bundling makes large savings over the cost of packing in boxes.

PACKAGE MACHINERY COMPANY
Springfield, Massachusetts

New York

Chicago

Los Angeles

London: Baker-Perkins, Ltd.



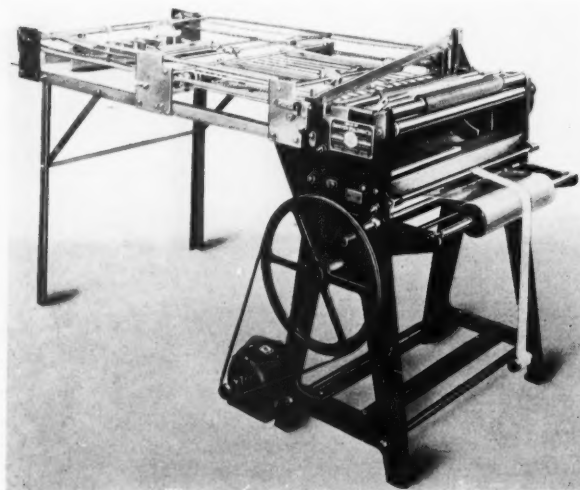
MACHINERY—SUPPLIES

Included in this department are the new developments in Packaging Machinery and Equipment and Package Supplies, briefly described for the service of our readers

Transparent Cellulose Sheeting Machine

Users of transparent cellulose who now purchase this material in sheets will be interested in the new Dexter automatic transparent cellulose sheeting machine, which cuts cellulose from the roll into sheets of various lengths as desired.

The large discount on cellulose when supplied in rolls will, it is stated, quickly return the cost of the machine.



New transparent cellulose sheeting machine

The convenience and economy of stocking cellulose in a few roll lengths as compared with carrying a large inventory of different sheet sizes and quantities also are apparent.

The Dexter automatic handles rolls of cellulose in widths up to 24 in., and cuts sheets into various lengths up to 24 in. The machine is simple to operate; after the roll is attached, but little attention is required while running. Adjustments for sheet lengths are simple and positive, and sheets are cut square, clean and uniform. Sheets after being cut are positively gripped and delivered singly to a stacker where they are neatly piled. Sheets cut by this method are easy to separate for hand wrapping. Running speed of the machine is 2,500 to 3,000 sheets per hour, and is operated with $\frac{1}{4}$ h.p. motor, which may be attached to a light socket.

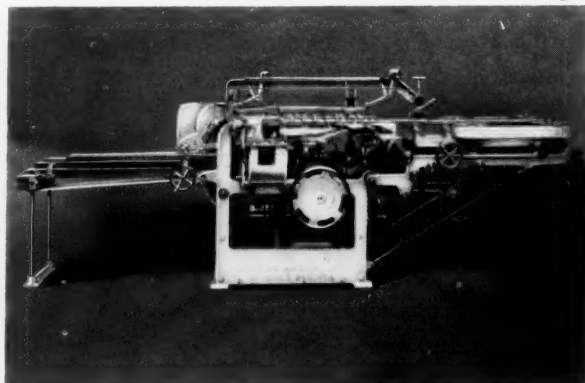
The machine is built and sold by the Dexter Folder Company, 28 West 23rd St., New York, N. Y., builders for 40 years of sheet handling machinery used in the printing and bookbinding industries.

New Machine for Wrapping Various Sized Packages

An adjustable wrapping machine which was shown in operation by the Package Machinery Company of Springfield, Mass., at the recent Packaging Exposition created wide interest. It is stated that this machine wraps a wider range of sizes than has ever before been possible. The minimum sizes handled are: $\frac{7}{8}$ in. high, $1\frac{3}{4}$ in. wide and $2\frac{1}{2}$ in. long. The maximum sizes are: 4 in. high, $5\frac{1}{4}$ in. wide and 12 in. long. The only limitations to this range are that the packages must not be of the maximum or minimum limits in all three dimensions.

The machine not only handles a wide range of sizes, but permits the use of transparent cellulose (plain or moistureproof), waxed paper, or glassine, all on the same machine. For this type of wrapping material, the machine is built with roll-feed. If printed transparent cellulose is used, the machine is equipped with an electric-eye which registers the printed design correctly on the package. The machine may also be furnished for wrapping printed paper wrappers exclusively. In this case, it is built with a sheet-feed mechanism.

A new and unique method is employed for applying the glue or solvent to the wrapper. The sealing liquid is contained in a large reservoir and is pumped through a circulating system to the various points of application. The daubers that apply the liquid to the wrapper are shaped to fit the folds of the package and the liquid is applied in a predetermined, uniform quality. There can be no smearing either on the folds of the package or on the discharge belts. An important advantage of this method is that the system can be quickly cleaned merely



New automatic wrapper which permits wide range of sizes

SEFTON Representatives from *Coast to Coast*

Look for the name
**SEFTON NATIONAL
FIBRE CAN COMPANY**
in the yellow pages of your
telephone directory under
the heading "CANS"

Domestic:

California . . .	Berkeley Los Angeles San Francisco
Colorado . . .	Denver
Florida	Tampa
Georgia	Atlanta
Illinois	Chicago Peoria
Indiana	Indianapolis Terre Haute
Iowa	Des Moines Fort Dodge Ottumwa
Kansas	Wichita
Kentucky . . .	Louisville
Louisiana . . .	New Iberia New Orleans
Michigan . . .	Detroit
Minnesota . .	Minneapolis Saint Paul
Missouri . . .	Kansas City SAINT LOUIS Springfield
Nebraska . . .	Omaha
New York . . .	Buffalo New York City
North Carolina	Charlotte
Ohio	Cincinnati Cleveland
Oklahoma . . .	Oklahoma City
Pennsylvania .	Pittsburgh
Tennessee . .	Chattanooga Memphis Nashville
Texas	Dallas El Paso Houston
Utah	Salt Lake City
Washington . .	Seattle
Wisconsin . . .	Milwaukee

Foreign:

Porto Rico . . .	San Juan
Canada	Montreal Toronto

TO PACKERS of dry products, Sefton offers the finest service in America. If you have a packaging problem that demands immediate attention, your telephone will put you in instant touch with your local Sefton sales representative, whose name is listed in the yellow pages of your telephone directory. ¶ Sefton Fibre Cans are available in a variety of styles, shapes and sizes and are made to fit individual specifications. They are sturdily constructed and WILL NOT DENT. ¶ Containers supplied labeled or unlabeled. We will furnish layouts for labels without charge. Write or wire.

SEFTON NATIONAL FIBRE CAN CO.
3215 Big Bend Road, Maplewood
SAINT LOUIS, MISSOURI

SEFTON CANS

by draining off the glue and substituting hot water for it.

The machine operates in an extremely smooth manner, which is due partly to the fact that rotary paper grippers are used instead of the old type reciprocating grippers and also to the fact that the machine is built without cams, eliminating hard motions and undue wear.

It operates at a speed of 75 to 85 packages per minute, depending upon the size and nature of the package.

A machine which can handle a wide variety of packages is, of course, an important advantage to a manufacturer putting up his product in various sizes. This flexibility also appeals to manufacturers who are making only one size package, because it provides for the possibility of changing the package size at some future time, and also makes it easy to add new sizes to the line, either permanently or temporarily.

New Semi-Automatic Wrapping Machine

For wrapping crackers, cookies, cigars, candy, bread, cake and the like, the Miller Wrapping and Sealing Machine Company, 18 S. Clinton St., Chicago, offer a new semi-automatic machine for use with transparent cellulose materials.

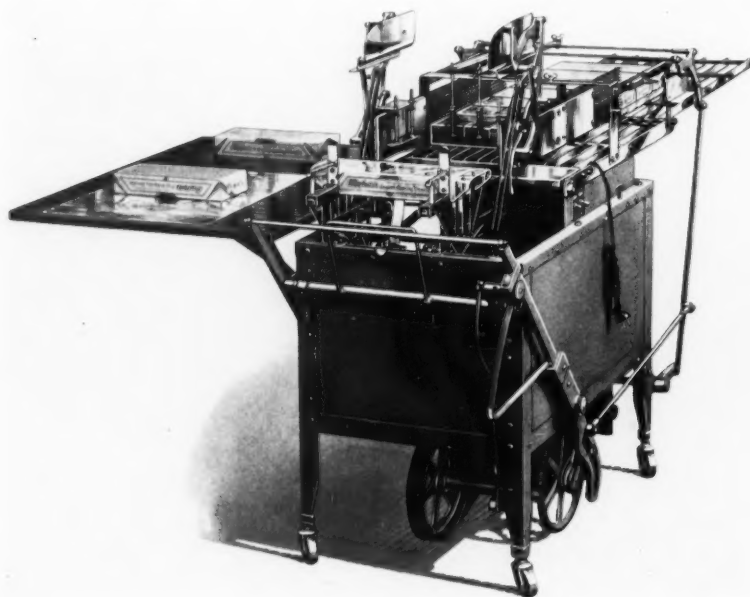
It is stated that this machine will fold and seal 600 or more packages per hour, depending on the size and

Operation is exceedingly simple. The wrapping is placed around the package which is then turned end over end as it is set in the machine over vertical fingers, which complete the bottom fold. The machine is then tripped. From this point on, the side and top folding, sealing, and ejecting of package from heating units is entirely automatic.

An exposition of modern packaging showing the work of leading American and foreign packaging designers opened at the Babson Institute, Babson Park, Mass., March 22. The exposition consists of two hundred and twenty-five packages and is arranged to show the designs of George Switzer, Gustav Jensen, Arthur S. Allen, Ben Nash, Martin Ullman, Henry Dreyfuss, Egmont Arens and other leading package designers.

A section of the First International Exposition of Modern Packaging arranged by George Switzer; prize winners of the Third Packaging Exposition of the American Management Association and a "before and after" display of packaging improvements are included in the exhibition.

The packages are arranged to illustrate the fundamentals of packaging. The basic laws of color, display and convenience are shown in their logical application to packaging that sells itself on shelf and counter, and that



New semi-automatic wrapping machine for use with transparent-cellulose materials. Adjustments may be made for range of sizes. Capacity, 600 packages per hour

style of the package and the skill of the operator. The packages may be from 5 in. to 17 in. in length; 1½ in. to 6 in. in height, and 3¾ in. to 8 in. in width. It occupies a floor space 52 in. x 70 in., open, and 27 in. x 54 in., closed. Shipping weight is 375 lbs.

The following claims are made: More attractive packages, which means greater sales appeal and more sales. Simple adjustments for a wide range of sizes in matter of few minutes; saving on paper, due to its particular fold; low operating cost—requires about five cents per hour for electricity.

will please and serve the consumer better in the home. The exhibition shows how sound package design can quickly save its cost in production economies.

F. J. Stokes Machine Company, Philadelphia, Pa., has recently issued two folders which briefly describe products manufactured by the company. One of these relates to tube and jar filling equipment; the other to powder filling equipment. Illustrations, together with descriptions and specifications of the various types of machines, are given.

WRAPS AND SEALS "CELLOPHANE"

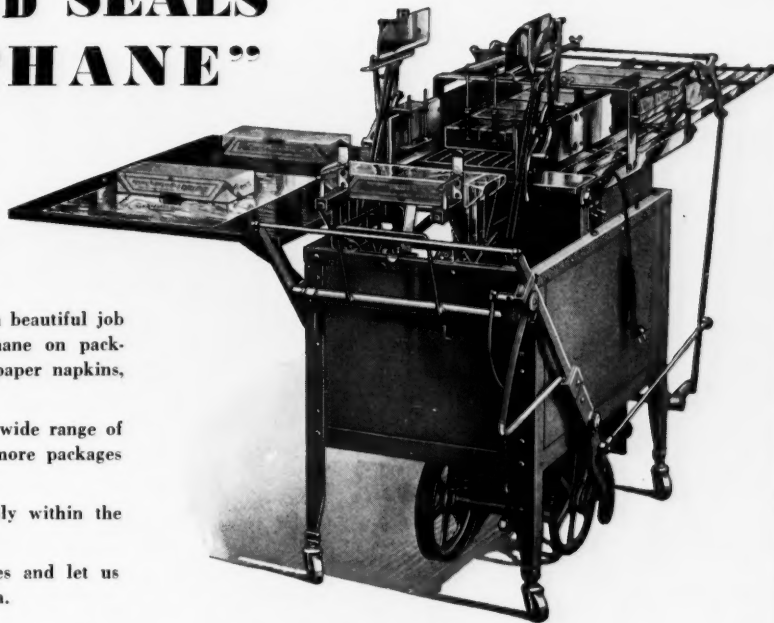
The New "Miller" Semi-Automatic Wrapping Machine

The "Miller" wrapping machine does a beautiful job of wrapping and heat-sealing Cellophane on packages such as crackers, cookies, cake, paper napkins, coffee and tea cartons, candy, etc.

It can be very quickly adjusted for a wide range of sizes—wraps and seals up to 600 or more packages per hour.

Operation is simple, and its cost easily within the reach of the smallest producer.

Just send us samples of your packages and let us show you how the "Miller" wraps them.



MILLER WRAPPING & SEALING MACHINE CO.
14 South Clinton Street, Chicago

Packaging Meets the Demands of the "New Day"

(Continued from page 30) 150 bottles per minute. Thermostats and automatic temperature controls maintain the proper pasteurizing temperatures. Circulation

is provided to keep the temperature uniform in each section, requiring no water for cooling and exhaust steam only is used through copper coils. Here again an inspection is made and any bottles showing leakage are removed from the line which then proceeds to the labeling units.

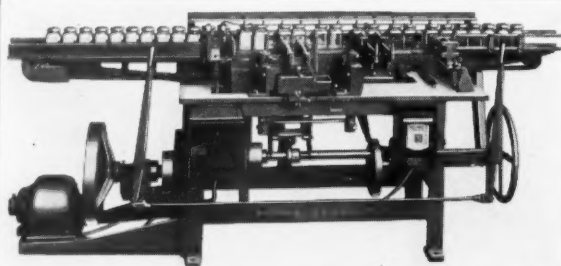
For each of the pasteurizing units there are two auto-

Thirteen Dromedary products appear here in new dress, re-design of the entire line of packages having been completed on the 25th anniversary of the Hills Brothers Company's trade mark and of the appearance of the first package of dates. Frank Van Steen is responsible for the new designs, all of which retain the original color scheme





144 CONTAINERS Labeled per minute on the McDONALD DUPLEX



This machine is two labelers in one, for it affixes the labels on two containers or packages simultaneously. Therefore, while it has a large output, it is slow-running—which means long life and dependable service.

It is designed to keep pace with modern high speed cartoning and wrapping machines and eliminates the need of adding another labeler, another operator and additional floor space for doubling the production.

May we send you full particulars?

McDONALD ENGINEERING CORPORATION

210 Varet Street
Brooklyn, New York



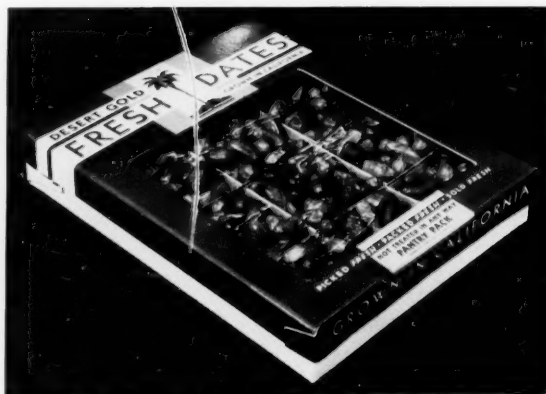
The exhibit of General Plastics, Inc., at the recent Packaging Exhibit featured, among package items, molded Durez jars, caps, trays, displays, boxes, compacts, lipsticks and dispensers

matic rotary labelers,² or a total of eight. These labelers apply both body and neck labels to the bottles at a speed of approximately 72 bottles per minute for each machine. Each unit is automatically controlled, and one attendant is required for two machines. As the labeled bottles are discharged they are conveyed to eight assembly tables where they are packed into cases.

The entire bottling plant is "controlled" by a system of signal lights so that if any trouble or difficulties arise they can be promptly remedied. All new cases and bottles³ as well as a considerable portion of return "empties" are delivered to the plant by rail, tracks extending along the north side of the building. In addition to its rail shipments, the company maintains a fleet of 30 auto trucks for local deliveries, three giant auto trucks, each having a capacity of one carload, and large capacity trailers for out of town deliveries.

²Economic Machinery Corporation

³Owens-Illinois Glass Company



This "Pantry Pack" with its transparent window is being used in the distribution of fresh dates by the California Date Growers Association



At Moderate Cost—distinctive and individual packages, instantly intriguing with Color charm—of subdued or brilliant lustre—color fast, uniform and of warranted durability.

What with modern labels and closures, individual possibilities are limitless.

Acquaint us with your packaging problems. Expert service is yours upon request.

COLORCRAFT



Decorated Bottles and Jars

Produced in exquisite tints or in assertive, vivid color tones—plain or in modern two-tone effects—on opal or flint glass.

COLORCRAFT CONTAINERS CO.

1120 Central Avenue, Cleveland, Ohio



One Sure Way

to make your product move faster (if it is a small item of merchandise) is to fasten it (either singly or in several units) to an attractively designed card which serves as a silent salesman and sets off the merchandise more appealingly.

BOSTITCH

THE MODERN METHOD OF FASTENING

is being used in this way with great success by manufacturers of cosmetics, toiletries, bottled products, hardware, notions, products packaged in small bags, and many other lines. Bostitch staplers do the work quickly, easily, and inexpensively. Send us samples of your products and we will gladly make recommendations, without obligation, giving full particulars as to type of machine recommended, cost, etc.

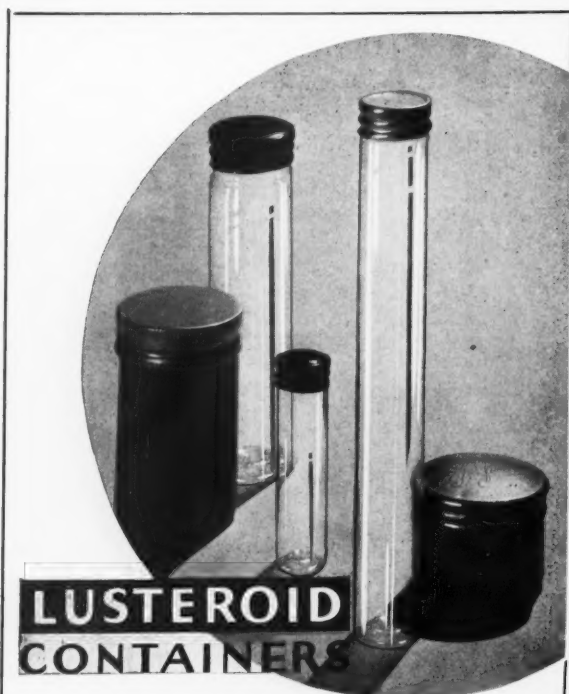
Bostitch Sales Company
East Greenwich, Rhode Island

Bostitch Sales Company, East Greenwich, R. I.

Please send me free copy of "Guarding Against Profit Thieves."

Name _____ Address _____

MP-4-38



ATTRACTIVE— ECONOMICAL— UNBREAKABLE—

From every standpoint—ease in handling and filling—safety in shipping—economy in shipping—display value at point of sale—Lusteroid Containers are ideal for packaging many products.

They are obtainable in many rich colors—opaque or transparent—as well as the clear transparent.

Because of their unusual strength and toughness, these containers do not break from rough handling in transportation; and their lightness in weight results in a big saving of transportation charges.

Write for samples of sizes and styles suitable for your product.

LUSTEROID
CONTAINER COMPANY, INC.
Formerly Lusteroid Division of The
SILCOCKS-MILLER COMPANY
10 PARKER AVENUE, WEST
SOUTH ORANGE NEW JERSEY

Seen at the Packaging Show



Bakelite Corporation's exhibit was devoted to the display of bottles and jars, fitted with molded closures; molded packages and displays of various sorts. Included also was a display of the new waterproof Revolite cloth, treated with Bakelite Resinoid material



Wood, Nathan & Virkus Company and Hanograf Corporation showed examples of raised printing as applied to packages, labels and cards



Sylvania Industrial Corporation exhibited an extensive line of samples and applications of Sylphrap



Don't wish for
trouble-free stitching wire

Use Silverstitch

Here's a flat stitching wire with all the "bugs" worked out. You are assured of smooth feeding through your stitching machines and clean-cut stitches when you use Silverstitch.

Each coil of wire requires only one threading operation because it comes to you in one continuous piece. Whether you use the five or the ten pound coils, this holds true.

Wire that rusts and stains packages costs dearly, no matter what the price. The electro-galvanized finish of Silverstitch prevents rust. But Silverstitch costs no more than ordinary wire.

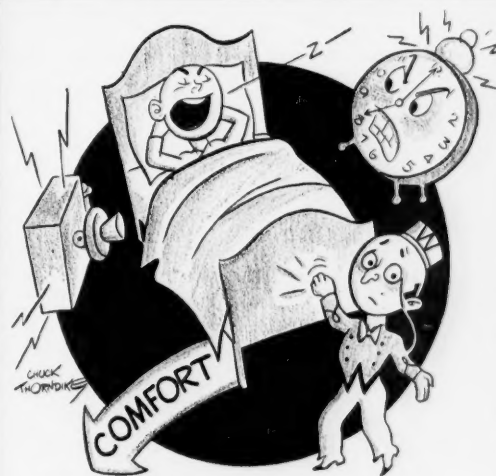
Silverstitch is really trouble-free. A five pound coil, which we shall be glad to send you FREE, will demonstrate this fact. Request it now, without obligation.

ACME STEEL COMPANY

2843 ARCHER AVENUE CHICAGO
BROOKLYN ATLANTA SAN FRANCISCO SEATTLE

Salesman Wanted

Package manufacturer with national distribution wants salesman, experienced, in fibre, wood veneer, or light metal shipping drums, to travel and work with distributors. Man with sales promotion experience, who can assist in developing sales plans, preferred—moderate salary to start. Give full qualifications in first letter. Box No. 4-1, MODERN PACKAGING, 425 Fourth Ave., New York City.



WE CAN'T
WAKE HIM UP!

Blame the beds for that—they're so comfortable. Try them yourself. Stay at the Wellington on a "Business Special." (1) Room with bath; (2) American Breakfast; (3) Man-sized dinner • • all for \$3.50.

Just say "Business Special" when you register
or write for a card on your business stationery

HOTEL WELLINGTON
55- STREET AND 7- AVENUE NEW YORK CITY

*Just a little
dab of Glue*

can MAKE or BREAK Your Package !

YOU buy it on faith. It costs even less than the ink on your labels. But when so much depends on it, isn't it prudent to play safe?

MIKAH Glues are trustworthy. For decades they've been guarding the products of America's leading packagers—who can't afford to take chances.

You can trust MIKAH Glues to do your most exacting sticking job. To do it permanently . . . uniformly . . . economically!



GLUES — PASTES — GUMS
*for Every Hand or
Machine Operation*

NATIONAL ADHESIVES Corporation

Main Office: 820 Greenwich St., New York
Chicago San Francisco

Boston Philadelphia Cleveland Detroit
Cincinnati St. Louis Los Angeles Milwaukee

**WORLD'S LARGEST PRODUCER
OF ADHESIVES**

From Corks to Caps

(Continued from page 48) had materialized. The hybrid machine was finished and eagerly installed. From that moment the facetious lecturer was given a new line: "Now corkscrews can be relegated from the corner drug store to the antique shop."

From the trial of the first machine the demand grew—at first, only to apply caps to a few styles of wide mouthed jars. Glass and closure developments quickly supplemented this original demand with a varied assortment of products—liquid and semi-liquid—filled into the increasingly popular glass container.

Package stylists leaned backward in developing exotic shapes that taxed the keenest mechanical ingenuity to create adequate conveying and feeding mechanism. The hybrid screw capper was given a tough assignment. Each change in container or cap form meant hanging a new gadget or two on the capper to meet each new condition.

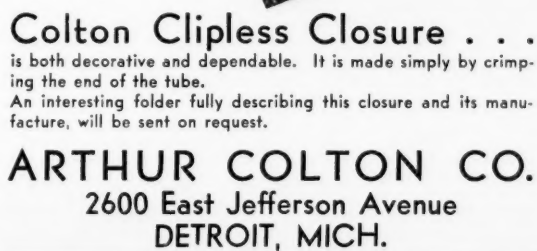
The difficulty encountered in keeping mechanical capping equipment abreast of container and cap development was duplicated in cap feeding mechanism. With the urge for change in package came the decorative theme for caps. The original caps were quickly followed by elaborately lithographed and enameled designs, and later the plastic moulded closures. All of these types were more or less sensitive to marring. But with the addition of the decorative supersensitive factor to contend with, automatic feeding as well as automatic cap applying again called for the keenest mechanical ingenuity to maintain equipment sufficiently flexible and universal to feed without blemishing the sensitive finishes in about thirty diameters and five or six different depths of caps, some with domes and others with a number of variations in shape from the standard round cap.

Demands for higher speeds added to capping machine difficulties. Equipment was arbitrarily stepped up from the then rated speeds of 60 to 80 per minute to 90 to 100 per minute. And, to top it all, came criticism and pleading for smoother operation and more exact seating tension.

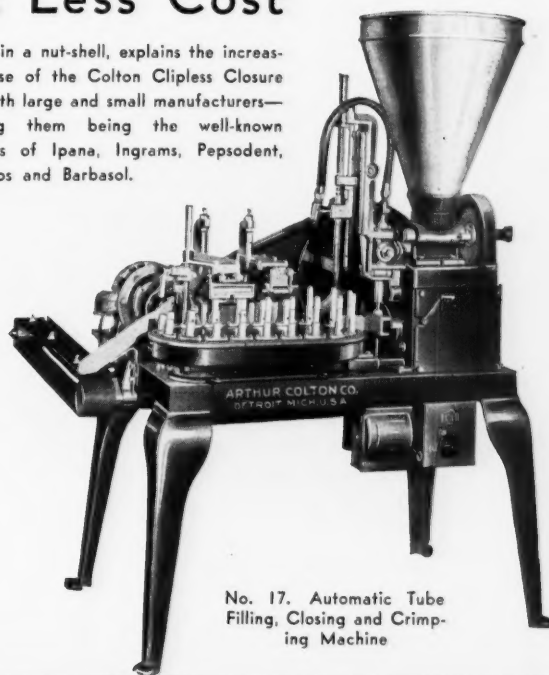
With all these exacting requirements and demands, it was plainly evident that the older models of screw capping machines and feeds had reached their limit of performance. Hanging new gadgets on old designed machines would not continue to deliver satisfactory performance forever.

During the comparatively short and hectic evolution from corks to caps, a complete knowledge of what was necessary to include in a perfect wholly automatic cap feeding and applying mechanism was carefully collected and sorted, and the perfect machine design evolved from this mass of knowledge.

The illustration pictures a resulting type of modern automatic capper and cap feed. Pleasing in appearance, stream-lined, set close to the floor, with intake and outgoing conveyors in actual straight-line, the cap feed built in as an integral part of the machine, all sufficiently flex-



That, in a nut-shell, explains the increasing use of the Colton Clipless Closure by both large and small manufacturers—among them being the well-known makers of Ipana, Ingrams, Pepsodent, Kolynos and Barbasol.



No. 17. Automatic Tube Filling, Closing and Crimping Machine

See These Booklets

AUTOMATIC MOP
 The "11" pump
 machine, which
 fits into
 the
 "11" pump

STOKES "Clipless" Class

STOKES POWDER FILLS

STOKES machines are available
 together with or, without, the
 "11" pump

STOKES
POWDER FILLING EQUIPMENT

STOKES
Tube and Jar
Filling Equipment

Before You Decide on Your FILLING EQUIPMENT

You should know all about the new STOKES line of Clipless Closure Tube Filling Machines and the new STOKES No. 15 Series of Powder Fillers for filling practically all liquid, semi-liquid, powdered or granular products.

Just clip and mail the coupon.

FJSTOKES MACHINE COMPANY

Packaging Equipment since 1895

5970 TABOR ROAD, OLNEY P. O., PHILADELPHIA, PA.

ATTACHMENTS AND THEIR ADVANTAGES

^c "load" of material in the hopper feed.

Has re-
Can be

on Filler and Closures
p. 79D—80A

This model combines the two machines shown on pages 7 and 8. It lifts, chews and seals with **STURTES "Diamond Lock" Clipping Chomps**. Any liquid or semi-liquid can be handled rapidly and accurately with one operator. All the advantages of the No. 70 D and No. 80 A machines are in this combination model, which also saves floor space by combining all operations in one piece of equipment.

**F. J. STOKES
MACHINE CO.**
5970 Tabor Rd.,
Olney P. O.,
Philadelphia, Pa.

Please send literature on Tube
and Powder Fillers.

Name.....

Position

Company.....

Address.....

Send for sample tube
sealed with the new
Stokes "Diamond Lock"
Clipless Closure.

APRIL, 1933

69



Think of your shipping charges*

*Last month the makers of Hycoloid showed that their containers are 80% lighter than glass. This month they discuss breakage.

One of the quickest ways to sell Hycoloid containers is to throw one on the floor, and the harder the floor the better. To say Hycoloid containers are unbreakable does not convey a very convincing message when, at the same time, you exhibit such a transparent fragile looking affair. And yet that's just what Hycoloid containers are—unbreakable. There's no quicker way to demonstrate it than to throw one on the floor.

The drug or cosmetic manufacturer who uses Hycoloid containers, in place of glass, finds that his shipping charges are very much lower for three reasons. First of all, Hycoloid is 80% lighter than glass. Secondly, there is less wrapping needed on Hycoloid containers. And, thirdly, there is no loss from breakage.

Our Special Design Department will be glad to consult with you in regard to the most suitable Hycoloid container—tubes, jars or vials—for your product or group of products. Just send us a sample and we'll show you what we can do.

HYGIENIC TUBE & CONTAINER COMPANY

46 Avenue L, Newark, N. J.



ible to be readily adjusted to meet our exacting modern conditions.

It is a pleasure to stand by and watch such a machine, with the filled bottles being fed at an inspiring speed, their contents safely and smoothly closed in, with the caps turned on to just the correct tension.

While we cannot but marvel at the result brought about by the three factors—glass, closure and machine—all with their difficult problems smoothly correlated and controlled with the advent of modern mechanical means, a further marvel lies in the fact that these radical and complete changes in closure practice and high speed operation have been brought about in the last ten business years.



In placing on the market a new wrench for opening jars and wide mouth bottles, the United States Rubber Company have made use of a new display box which also serves as a shipping container for that product. The colors used are blue, yellow and red with blue as the background and predominating color. As may be seen from the illustration, the edges of the box are re-enforced. It is manufactured by the National Metal Edge Box Company

Credit should be given to International Folding Paper Box Company, Inc., of North Bergen, N. J., for the design and manufacture of the grated cheese display box used by T. A. Carroccio & Sons, as illustrated on page 53 of the March, 1933, issue and included among the "One Hundred Outstanding Packages—1932."



These attractive boxes possess

MANY SALES-BUILDING ADVANTAGES

For packaging candy, cosmetics, silverware, novelties, bakery products—they are particularly effective.

They are made in any size from 1/2 pound to 2 pound, and with any number of divisions. The interior of box with divisions can be supplied in any two-color combination desired. When lid is removed, this box makes an attractive serving tray.

The box with the hinged lid is furnished with a transparent cellulose cover directly over the product; also with a velvet platform if desired.


Prices on these patented ideas are remarkably low. Samples and full information on request.

RAPID CUTTING COMPANY, Inc.

169-173 Franklin Avenue

150-152 Skillman Street

Brooklyn, New York



ON MY WAY TO
NEW YORK AND
THE PICCADILLY

... best hotel I know!
Near everything, just
200 feet from Broad-
way. Modern, hospit-
able, and comfortable.
Like the Manager,
like the rates—\$2.50
single, \$3.50 double,
for a room with bath!

**THE HOTEL -
PICCADILLY**

45th St. • W. of Broadway • New York
WILLIAM MADLUNG,
Mng. Dir.

Less than

1c. per day

That's all it costs to see the new-
est tricks in packaging—new
package designs—new packaging
materials, labels, box wraps—new
package production and mer-
chandising methods—which ap-
pear monthly in MODERN
PACKAGING.

Subscribe now! Rate \$3.00 per
year. Canadian \$6.00. Foreign
\$5.00.

BRESKIN & CHARLTON PUB. CORP.
425 FOURTH AVE. NEW YORK, N. Y.

Food Specialties!

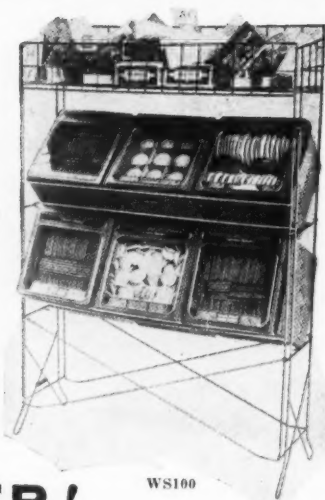
FRONT and CENTER!

Over 30 attractive racks to secure good position and display for your cookies and crackers are ready for your selection. Some are designed to display cookies in large cans, others in caddies, boxes or Cellophane packages. There are floor displays (like the WS100 above), counter displays and almost every type capacity and color. What type do you desire?

Write for fully illustrated circular, naming your product.

**UNION STEEL
PRODUCTS CO.**

521 Berrien St.,
Albion, Mich.



WS100



WS262

**PRETZELS
STEP OUT**

The pretzel and potato chip season will soon be in full swing. Get yours out in front of competition. This rack can be made to display any size cans and in any capacity—1, 2, 3, 4 or 6 cans. Inexpensive, furnished any color, collapsible for shipping.



WS396

Steel Bottle Case, made similar to the popular milk bottle cases. More durable, lighter, cleaner, stack better, visibility makes possible quick inventory of bottles and good display for the bottles. Very inexpensive for the long service they render. Retinned finish standard, but re-galvanized may be had at no additional cost. Can be made for any size and number of bottles.

**UNION Collapsible Wire
DISPLAY RACKS**

Presentation Appeal in Boxes and Displays

(Continued from page 47) piece for the dealers counter or window. When the jeweler makes the sale, the card is removed and the box retains its charm and value as a presentation gift. Shown also in this group is a velvet covered watch box of embossed wood.

In the Coty counter display, each of the two side compartments is designed to hold an assortment of reserve stock. This display is lacquered in gold and black and is striking in its simplicity of design. Finished in mahogany, walnut and oak, the Waterman show case display tray carries the trade mark panel embossed in color. This is made in two sizes to hold six or eight fountain pen trays. In the Kathleen Mary Quinlan display, the front panel shows the available shades of rouges, eye shadows and lipsticks; a removable back piece holds glass tubes which contain actual samples. The display is of wood construction with lacquer finish. The Pond display, used to introduce a new face powder, utilizes a combination of materials and processes in its construction. The back piece is of metal, the base is of wood covered with suede, while the display card is of boxboard, and all parts are removable, making a compact shipping package.

The examples shown are products of the Arrow Manufacturing Company, Hoboken, N. J.



A package which incorporates a folding box within protecting sides that can be folded in such a way as to constitute a mailing piece has been introduced by Bilt-in Mailers, New York. The folds can be advantageously used for copy and take the place of the customary package insert

Sail Ahead with Point-of-Sale Advertising

THE fine printing and folding qualities of RIDGELO Clay Coated Folding Boxboard give cartons, display containers, multi-plane displays, merchandise cards,—ALL point-of-sale advertising the attention value on which success depends.



Remove the cut-out from this page and put together to form a clipper ship calendar attractive enough to keep on your desk.

Full instructions will be found on the reverse side.

The
Ridgelo
CLAY COATED
Clipper Ship
CALENDAR

Made at

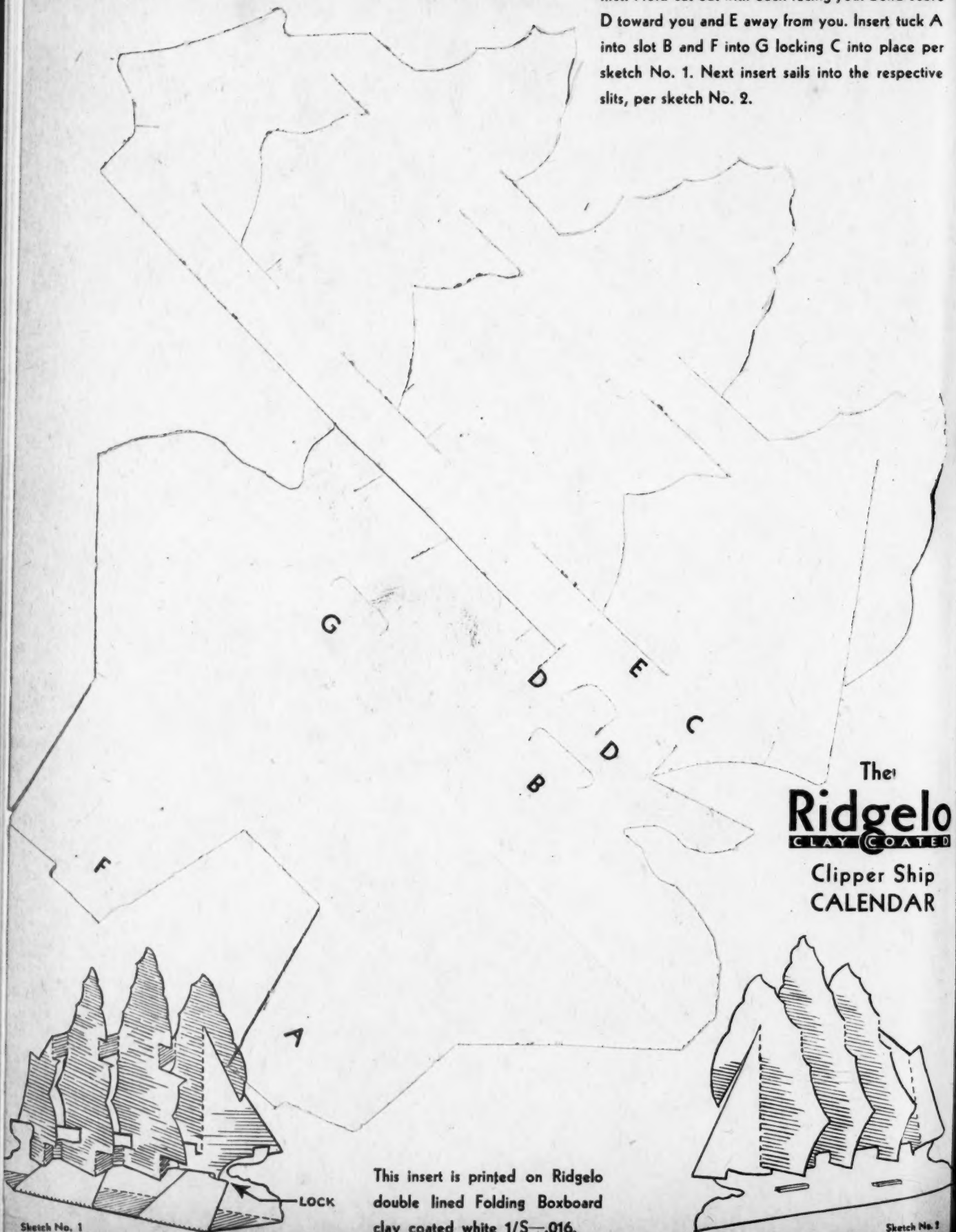
RIDGEFIELD, NEW JERSEY by LOWE PAPER COMPANY

Canadian Representative: W. P. Bennett & Son, Toronto

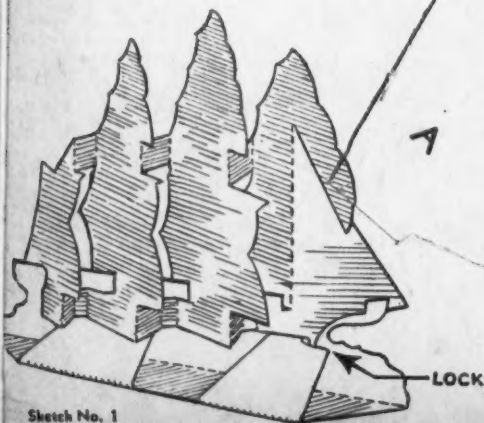
Pacific Coast Representative: Blake, Moffitt & Towne, Los Angeles

INSTRUCTIONS FOR ASSEMBLING

Remove the cut-out from the page. Fold all creases first. Hold cut-out with back facing you. Bend score D toward you and E away from you. Insert tuck A into slot B and F into G locking C into place per sketch No. 1. Next insert sails into the respective slits, per sketch No. 2.

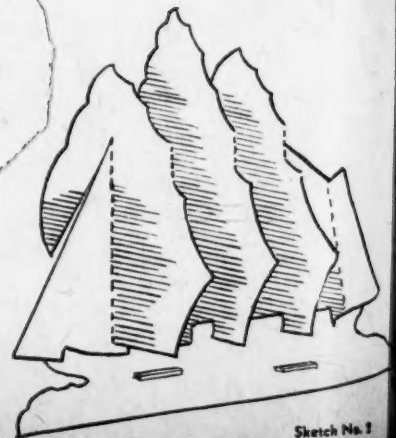


The
Ridgelo
CLAY COATED
Clipper Ship
CALENDAR



Sketch No. 1

This insert is printed on Ridgelo double lined Folding Boxboard clay coated white 1/S—.016.



Sketch No. 2

PAPER BOX SALESMEN

Wanted—Salesmen for finest paper boxes for New York and also Chicago. Must be reliable, ambitious, unmarried and of good appearance. Write with complete details about yourself to "4-2"

Modern Packaging
425 Fourth Ave.,
New York City



- * Sunshiny Outside Room
- * Private Bath or Shower
- * SERVITOR Service-Privacy
- * RADIO with Choice of Programs
- * Room Service at NO EXTRA CHARGE
- * Sleep-Insuring Quiet
- * A Few Steps to all Transit Facilities
- * Convenient to Theatres and Shopping

ALL for
\$3 (and up) per day!...

Stop at a
NEW hotel

Enjoy the luxury of a NEW hotel—ALL the conveniences provided by the last word in equipment—yet pay rates in keeping with the times! Hotel Governor Clinton offers maximum comfort, quick, courteous service and the finest accommodations at rates that start as low as \$3 a day. For two the rates are but *One Dollar More!*



HOTEL
GOVERNOR CLINTON

1200 ROOMS AND BATHS C. W. RAMSEY, JR., MGR.
7th Ave. at 31st St., New York City
OPP. PENNSYLVANIA STATION B. & O. BUSES STOP AT DOOR

"FILMA-SEAL"

(the double seal of cap and film)



Is used on many
Nationally known
products

PREVENTS
EVAPORATION—
LEAKAGE—TAMPERING

Send us a few of your packages, glass or tin, to "FILMA-SEAL" and we will prove its advantages to you.

FERDINAND GUTMANN & CO.

Bush Terminal No. 19,
Brooklyn, N. Y.

Bottle Closure Specialists Since 1890

"FILMASEALS"

Trade Mark Reg.

Pats. Pending

S. Pollock & Co., New York, N. Y.
 Keene Washing Products Co., Inc.,
 Keene, N. H.
 United Paper Box Co., San Fran-
 cisco, Calif.
 Hanley & Kinsella Coffee & Spice
 Co., St. Louis, Mo.
 E. Fougera & Co., New York, N. Y.
 Long Island Macaroni Co., Long
 Island City, N. Y.
 Federal Laundry Co., Jersey City,
 N. J.
 J. B. Lyon & Co., New York, N. Y.
 Atlas Tack Corp., Fairhaven, Mass.
 M. C. Rosenfeld & Co., Boston,
 Mass.
 Advertisers Advisory Council, New
 York, N. Y.
 Evans Case Co., North Attleboro,
 Mass.
 E. F. Kemp, Inc., Somerville, Mass.
 Suncof Mfg. Co., Philadelphia, Pa.
 Canada Foils, Ltd., Toronto, Can.
 Kato Engraving Co., Mankato,
 Minn.
 Chas. L. Parker Co., Princeton,
 N. J.
 Frances H. Leggett Co., New
 York, N. Y.
 Kurtz Bros. Corp., Philadelphia, Pa.
 Maravilla Products Corp., New
 York, N. Y.
 Package Machinery Co., Spring-
 field, Mass.
 Kleenex Company, Chicago, Ill.
 Lusteroid Container Co., So. Or-
 ange, N. J.
 American Roll Gold Leaf Co.,
 New York, N. Y.
 Waterbury Button Co., Water-
 bury, Conn.
 Ramey Corp., New York, N. Y.
 National Electric Appliance Corp.,
 Bridgeport, Conn.
 Longman & Martinez, New York,
 N. Y.
 M. Theo. Simmons, New York,
 N. Y.
 Enamelart Co., New York, N. Y.
 Yunker Bros., Inc., Des Moines, Ia.
 Battle Creek Biscuit Co., Battle
 Creek, Mich.
 Rickard & Co., New York, N. Y.
 Italian Olive Oil Co., New York,
 N. Y.
 Consolidated Drug Corp., New
 Orleans, La.
 Natura, Inc., Seattle, Wash.
 Ashaway Line & Twine Co., Ash-
 away, R. I.
 E. W. Viegel & Associates, Roches-
 ter, N. Y.
 Carter's Ink Co., Cambridge, Mass.
 Compton & Reich, New York,
 N. Y.
 Gargellette Products Co., Indian-
 apolis, Ind.
 Cambridge Paper Box Co., Cam-
 bridge, Mass.

BRINGING HOME THE BACON!

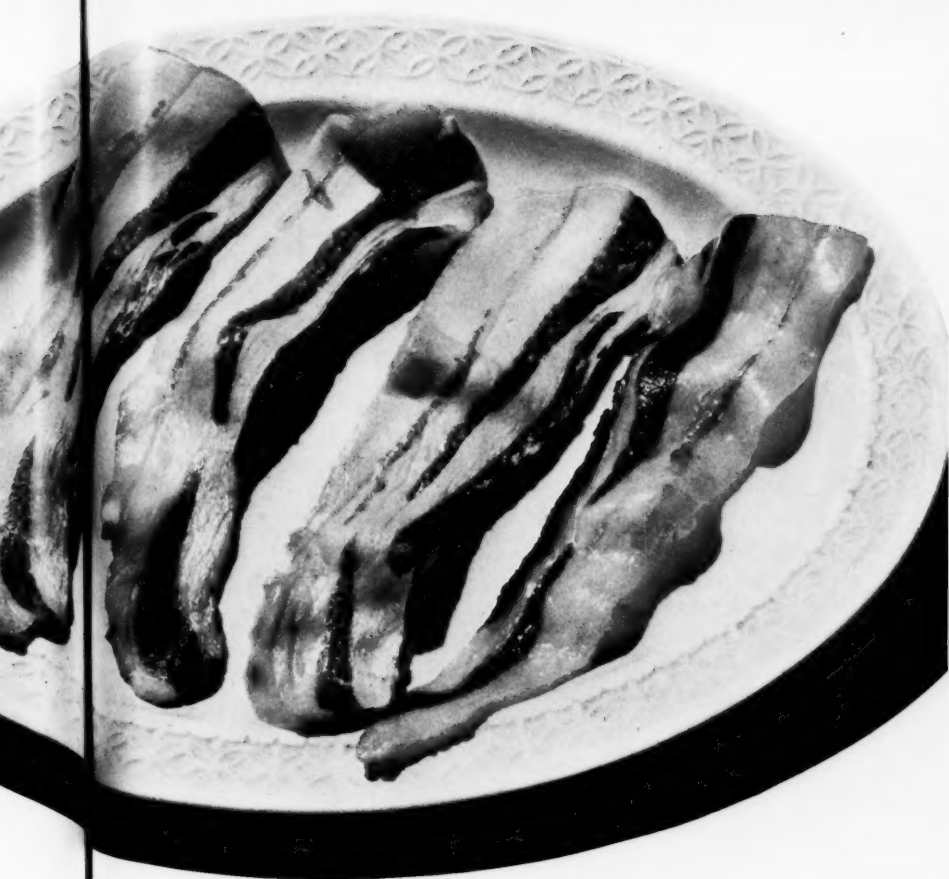


DURING the past month, eighty-six concerns (see list of names on these two pages) wrote, telephoned or called on us to obtain information in connection with packaging problems. (This is exclusive of the approximately 200 visitors to our Permanent Packaging Exhibit during the month.)

All of these inquiries were promptly passed on to those of our advertisers who could be of service to these concerns.

This is one of innumerable ways in which we are aiding our readers as well as our advertisers,—serving as a clearing house for packaging information of every kind.

Nothing could better show the increasing interest of manufacturers in better packaging than the constant flow of inquiries that come to us not only from all parts of the United States and Canada, but from foreign countries as well.



The more than 9,000 packaging manufacturers reached by MODERN PACKAGING each month, are the most progressive, up-and-coming manufacturers in the country. They are constantly planning and adopting improved packaging methods. They want ideas—information,—and turn to MODERN PACKAGING for it.

Concentrate your advertising in MODERN PACKAGING—the outstanding publication in its field. Start with the next issue. Rates and full particulars on request.

BRESKIN & CHARLTON PUBLISHING CORP.

425 FOURTH AVENUE

NEW YORK, N. Y.

Hexol, Inc., San Francisco, Calif.
Columbia Mills, Saginaw, Mich.
Sanitary Food Mfg. Co., St. Paul, Minn.
Frank Presbrey Co., New York, N. Y.
General Felt Products, Inc., Brooklyn, N. Y.
McCormick & Co., Amarillo, Texas
Herbal Remedy Co., New Orleans, La.
International Silver Co., Meriden, Conn.
Ernest Baun Products Co., Los Angeles, Calif.
Rustcraft Company, Boston, Mass.
Roger & Gallet, New York, N. Y.
DelRay Wrap Co., New York, N. Y.
Lester Shane Press, New York, N. Y.
Doughnut Machinery Co., New York, N. Y.
National Grain Yeast Corp., Belleville, N. J.
Jemco Box Co., New York, N. Y.
Nordmark Chemical Works, New York, N. Y.
Superior Battery Co., Brooklyn, N. Y.
Geo. H. Snyder, Inc., Philadelphia, Pa.
Badger & Browning, Inc., Boston, Mass.
Sangamon Co., Taylorville, Ill.
James, Inc., Atlantic City, N. J.
C. S. Du Mont, Ltd., London, England
Master Bakers of America, Charleston, W. Va.
Curtis, 1000, Inc., Hartford, Conn.
R. C. Can Co., St. Louis, Mo.
Kriss Kross Corp., St. Louis, Mo.
Wade Extract Co., Orange, N. J.
Gartsides Iron Rust Soap Co., Philadelphia, Pa.
Johnson Laboratories, Hagerstown, Md.
Jos. A. Funk Producing Co., Henderson, Ky.
The Muralo Company, Staten Island, N. Y.
American Products Co., Cincinnati, Ohio
Boxcraft Paper Box Co., San Francisco, Calif.
J. H. Skinner Advertising Agency, Houston, Texas
Wilson & Co., E. London, South Africa
Pagely, Inc., New York, N. Y.
Chas. W. Monroe Co., St. Louis, Mo.
Chase Bag Co., Milwaukee, Wis.
Tags, Ltd., Toronto
Watson Co., Attleboro, Mass.
National Exterminating Co., Boston, Mass.
Autokraft Box Corp., York, Pa.
D. L. Ward Co., Philadelphia, Pa.

MOISTUREPROOF TRANSPARENT CELLULOSE ADHESIVES

Formulas that are being used universally for the manufacture of bags, window cartons, window envelopes and wrapping—hand or machine.

Then for special requirements we have developed special formulas.

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B. E. Stover, Sales Manager

Representative: Geo. K. Diller
90 W. B'way, New York

Package Identification and Protection

(Continued from page 41) to Justice Holmes since his retirement from the United States Supreme Court and the mounting respect for his opinions as the outstanding expositions of liberalism in law interpretation.

The package duel which prompted the ultimatum resurrected so opportunely had as participants the New England Awl & Needle Company and the Marlborough Awl & Needle Company. The New England company undertook to vindicate its exclusive right to put up awls in a distinctive package consisting of a bronze-colored box having a brown label on the top and one side, with printed inscriptions, and tied with an orange string. The box used by the defendant was undistinguishable in every particular including the words of the inscription and the size and shape of the type, except that, at the bottom, appeared the name and address of the Marlborough Awl & Needle Company instead of that of the New England Awl & Needle Company.

Justice Holmes found that the defendant did not intend to deceive the public by passing off their package for that of the older packer but he remarked that "this must be taken pretty strictly." Which he proceeded to do by insisting that defendant knew that they were putting into the hands of retail dealers package means to make substitution. It appeared that the simulation in packaging had been undertaken at the request of a wholesale dealer and Justice Holmes concluded that the imitative packager knew that his agent would or might try to deceive the public.

Touching upon one of the tender spots of package protection—the color of the label—Justice Holmes, on this memorable occasion, said: "Of course a person cannot claim a monopoly of a color in connection with a particular line of trade, and very likely not in connection with the labels of a certain kind of goods generally. But the most universal element may be appropriated as the specific mark of a plaintiff's goods if it is used and claimed only in connection with a sufficiently complex combination of other things."

Pointing out that the New England company did not claim the exclusive right to brown labels for awls but claimed the exclusive use of the brown color in combination with other package features, Justice Holmes in issuing an injunction remarked: "If the only other element besides the color had been a box of a certain size and a label of a certain shape, the case might be different, but when there is added an inscription, which both in its pictorial aspect of black marks and in its meaning was calculated to confuse if not to deceive, the plaintiff's case seems to be moderate."

The Designer Can Control His "Child"

Buyers of "exclusive" package designs are the gainers, almost as much as the package designers themselves, by a principle-establishing rule just made by the U. S. Com-

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Liners

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CORRUGATED OR SOLID FIBRE
BOXES

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missioner of Patents, chief Federal censor of the mediums of "industrial property" protection. The mandate which gives new hope to capitalizers of good will, via "serial packaging," was handed down in an appeal in what is known as the "Sooky" case.

Probably there is no need to introduce to readers of MODERN PACKAGING the intensely human "Sooky"—the freely-sketched boy character who first appeared in progressive pranks in the comic weeklies and the cartoon strips of the "funny" supplements of the newspapers but has latterly been doubling as a package mascot in various lines. It was this entry of Sooky into the field of pictorial package people which imbued Sooky's creator with a desire to invoke protection more suitable to commercial purposes than that obtainable under the U. S. copyright system.

So Percy L. Crosby applied for trade mark registration for the name "Sooky," a trade mark name that would protect the little mascot wherever he appeared and in whatever pose or prank. But, forthwith, he came a cropper. The U. S. Examiner of Trade Marks that "Sooky" was not a trade mark but merely a designation used descriptively just as the name of an article would be used to specify the particular goods. So the examiner refused registration, declaring that the designer must be content with what protection he could obtain under the copyright laws.

From this rude rejection the designer made appeal to the higher-up, the U. S. Commissioner of Patents. And it is the right-about face in that quarter which makes our present joyous news for package designers with pet pictorial progeny and for package owners who, by the new cult, are relying upon "animated" trade marks for package continuity and for the latest schemes of tying up advertising with packages. The designer summoned William Fairchild, and other advertising art directors, to testify to the trade mark function of a name which identifies an imaginary character even though the consecutive productions are different from one another in everything but the central figure in familiar costume.

As though sympathetic to the packaging age and its problems of continuous identification, the Patent Commissioner accepted the view that a pictorial figure is entitled to blanket protection as a trade mark even though the drawings on different packages are specifically different but all are possessed of a certain similarity. So he overruled his subordinate and gave vindication to what is known as the "personal trade mark" by deciding that the designer who is first to originate and use a nickname for a fanciful pictorial personage is entitled to register the nickname as a trade mark for drawings, etc. Packers who recall the confusion that existed over the rights to the use of earlier pictorial headliners, notably, the Teddy Bear, Billiken, the Brownies, and the Kewpies, will welcome the current declaration of principles governing future generations of best sellers and rendering it possible to control the use of pictorial mascots on packages by means of licenses under trade mark.

A New Paper Bag Sealer for Sift-Proof Sealing of Paper Bags



Saranac Bag Sealer, Type D-10

For the rapid, secure and sift-proof sealing of commodities in paper bags in the usual 1-lb. to 10-lb. sizes.

Insecticides, Coffee, Sugar, Cereals, Flour, Dried Fruit, Dry Paints, Dry Chemicals, etc., can be speedily and economically sealed with the Saranac wire stapled reverse double fold SIFT-PROOF CLOSURE.

A standard machine which can be readily used in conjunction with your conveyor lines of the usual standard heights. It is positive and dependable. The stapling heads use wire from the coil, cut, form, drive and clinch the staples. The folding unit operates automatically in synchronism with the stapling units. The machine is self-contained with motor drive and single pedal control.



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PEERLESS TUBE COMPANY

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